

# The Impact of COVID-19 on Online Usage

**Julie Forey**  
**29<sup>th</sup> April 2020**

# Time online

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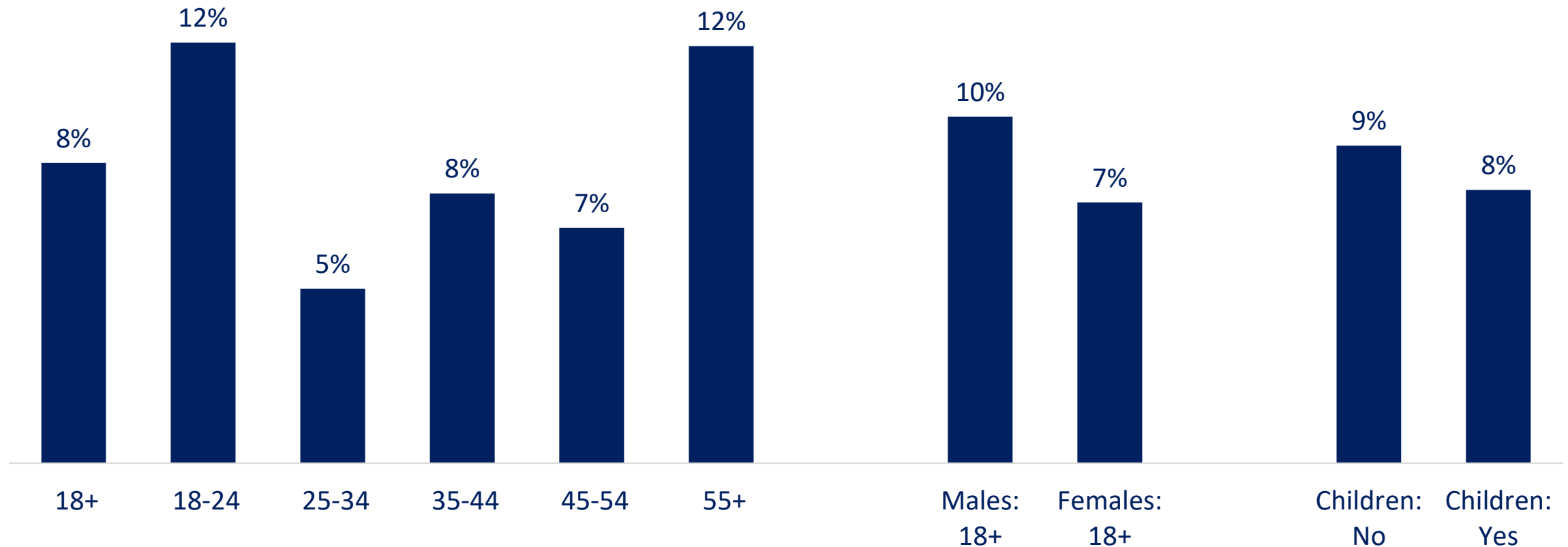
Key Changes: Jan-Mar 2020

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# Time Online % Change by Demographics: Jan-Mar 2020

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



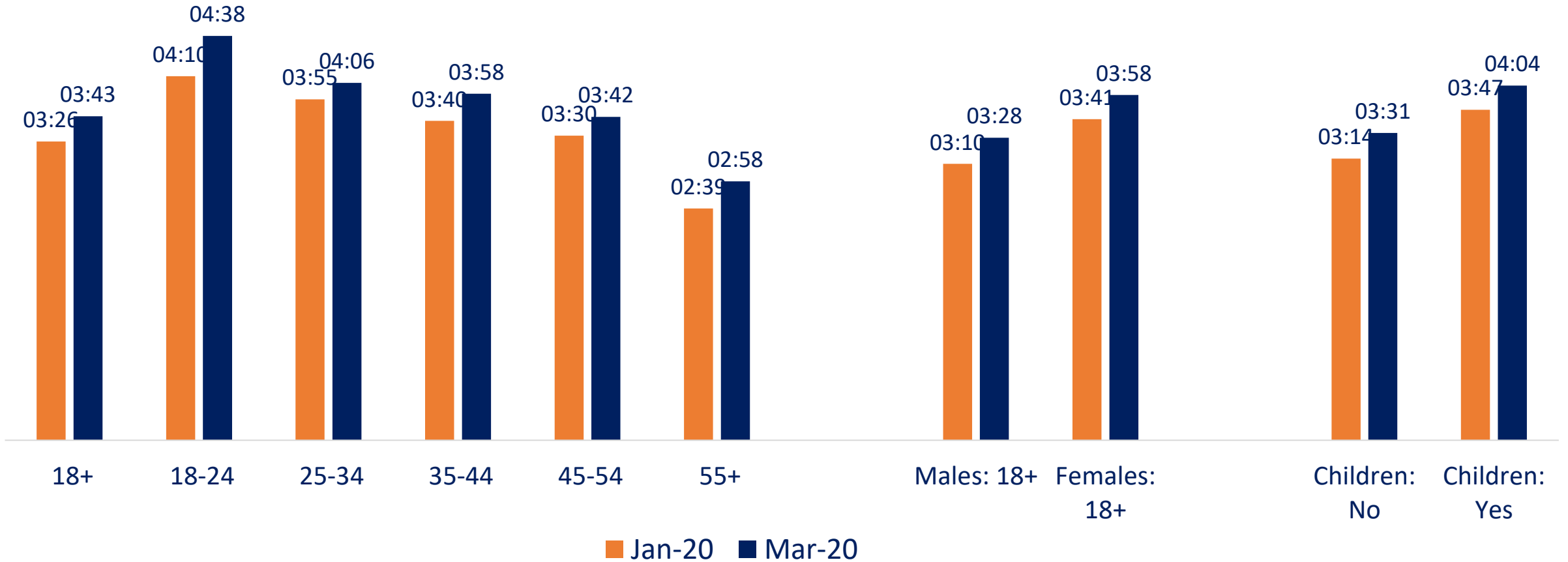
Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# Average Time Spent Online Per Day by Demos Jan-Mar 2020

18+ Average Time Online increased by 17 mins to 3hrs 43 mins.

HR:MN



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps



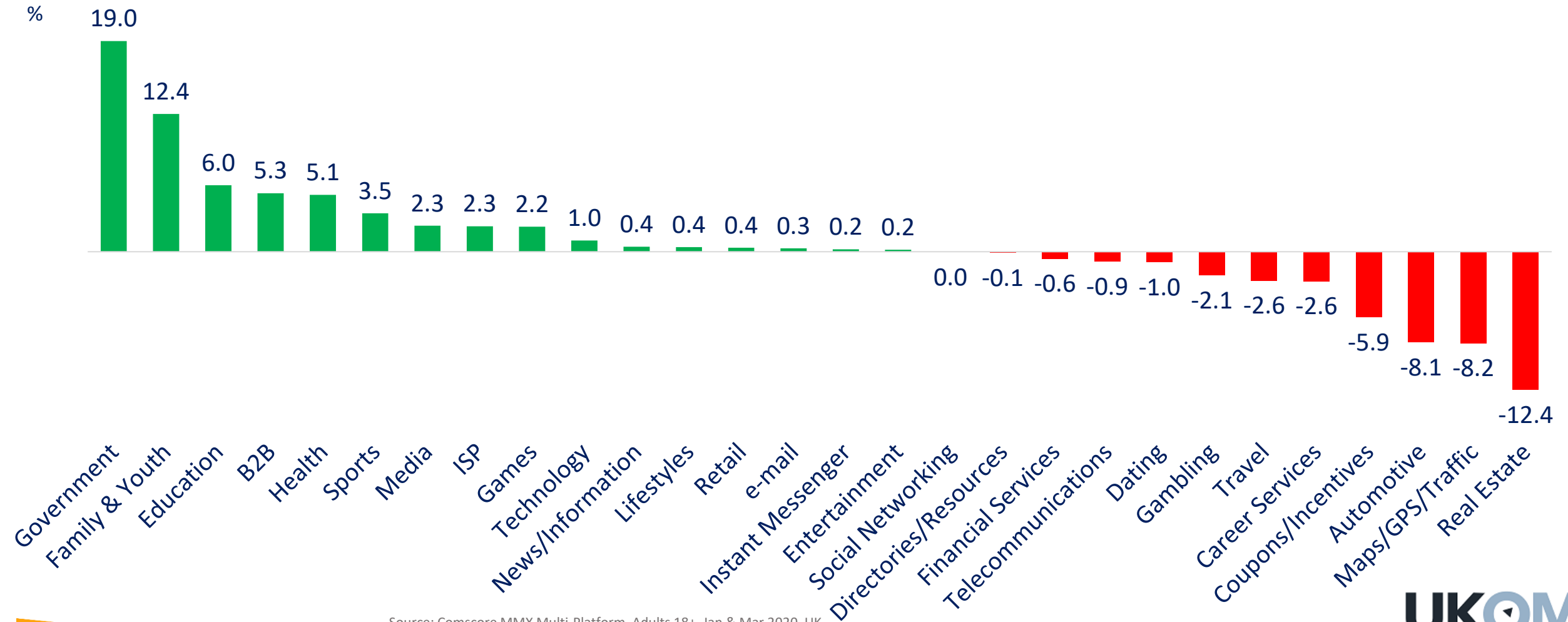
# All Categories

Key Changes: Jan-Mar 2020



# Major Category Unique Visitor Change: Jan-Mar 2020 (%)

Government, Education & Health all witnessed uplifts



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

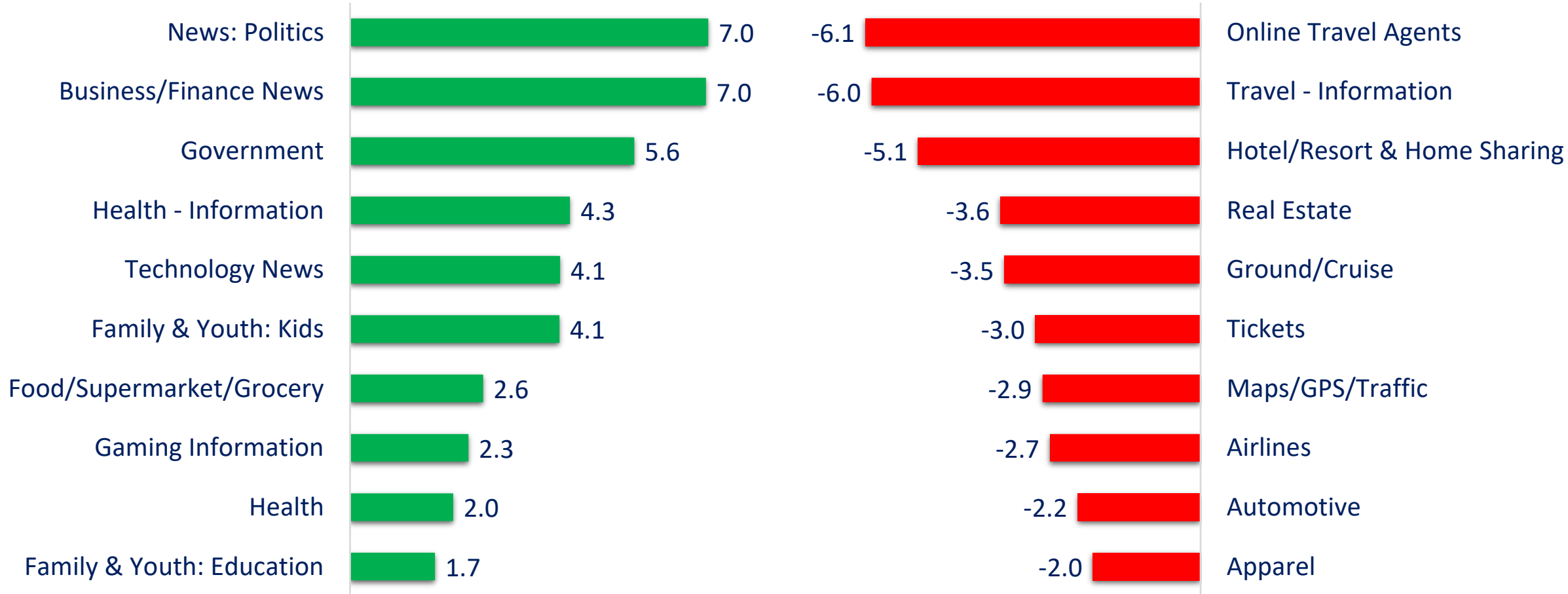
MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# Category Unique Visitor Change: Jan-Mar 2020 (Millions)

News Sub-Categories added most visitors

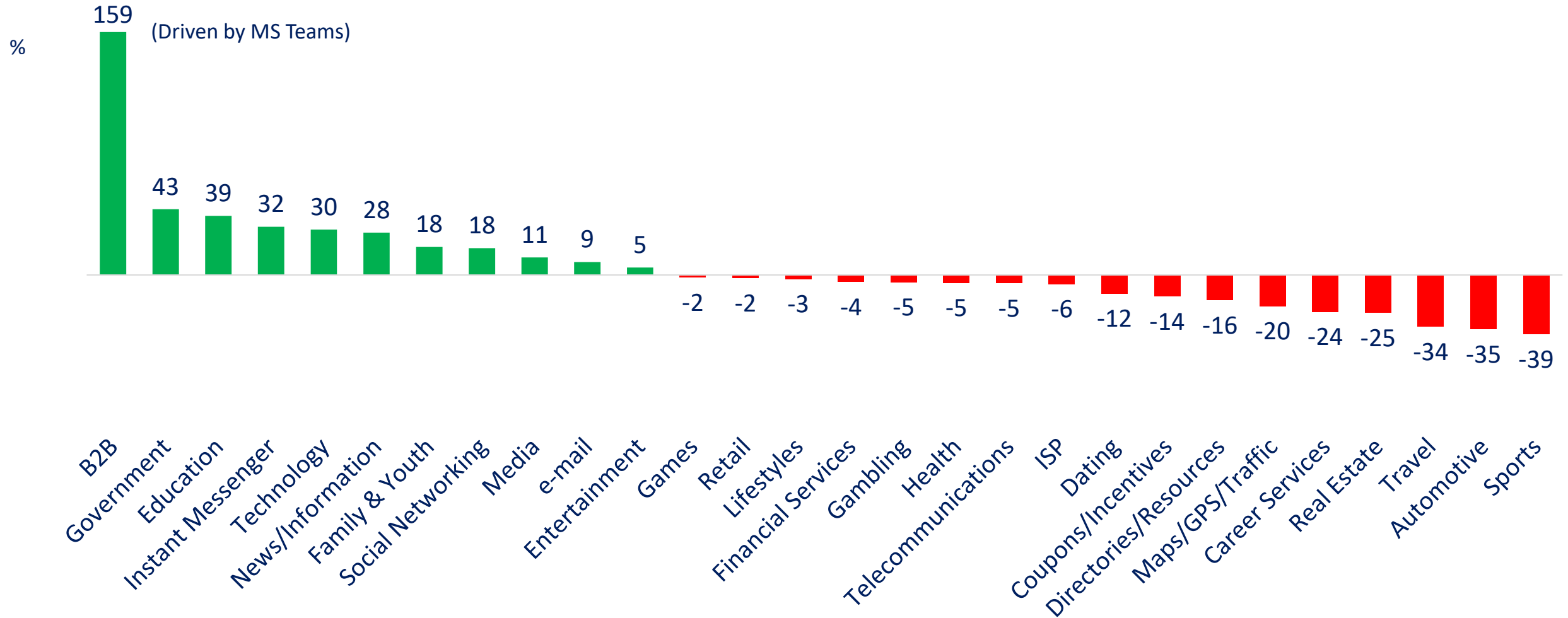
### Unique Visitor Increase (Millions)

### Unique Visitor Decrease (Millions)



# Major Category Time Online Change: Jan-Mar 2020 (%)

Government & Education experienced biggest % uplifts



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

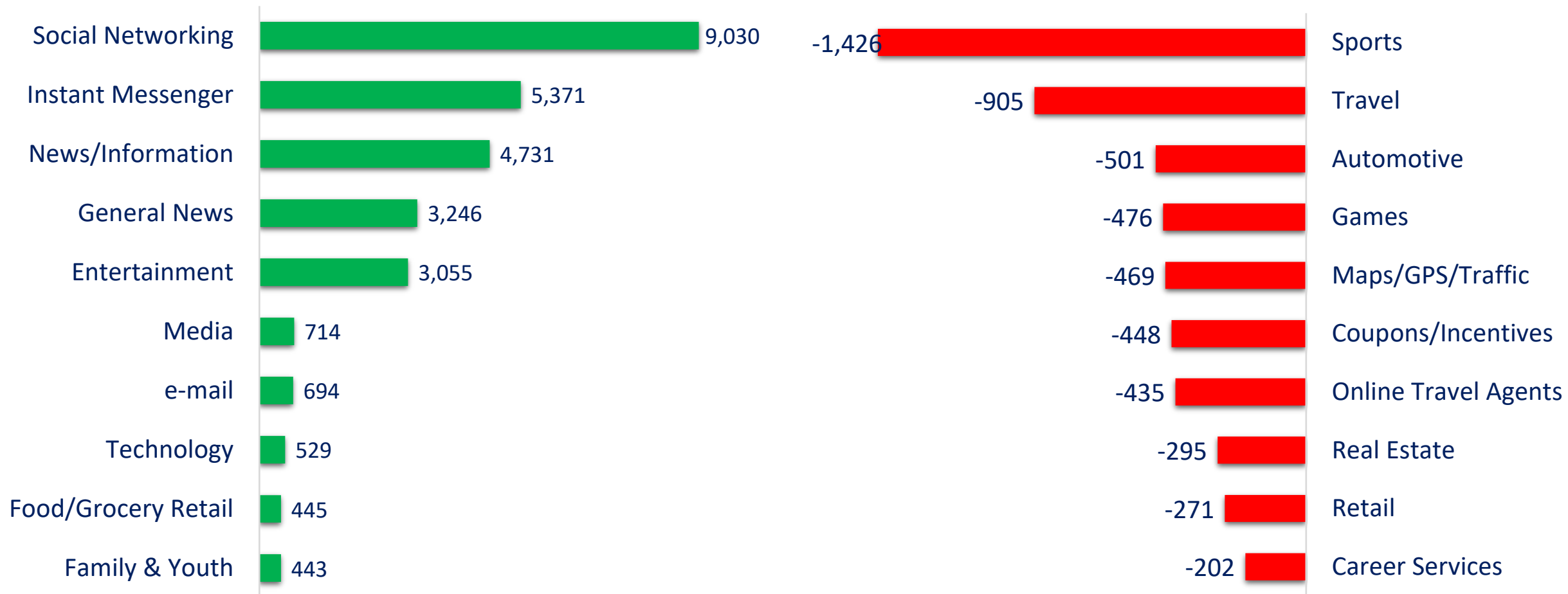


# Category Time Online Change: Jan-Mar 2020

## Social Networking, News and IM added most minutes

Total Minutes Increase (Millions)

Total Minutes Decrease (Millions)



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# Growth Categories



# Retail: Food/Grocery

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## Key Changes: Jan-Mar 2020

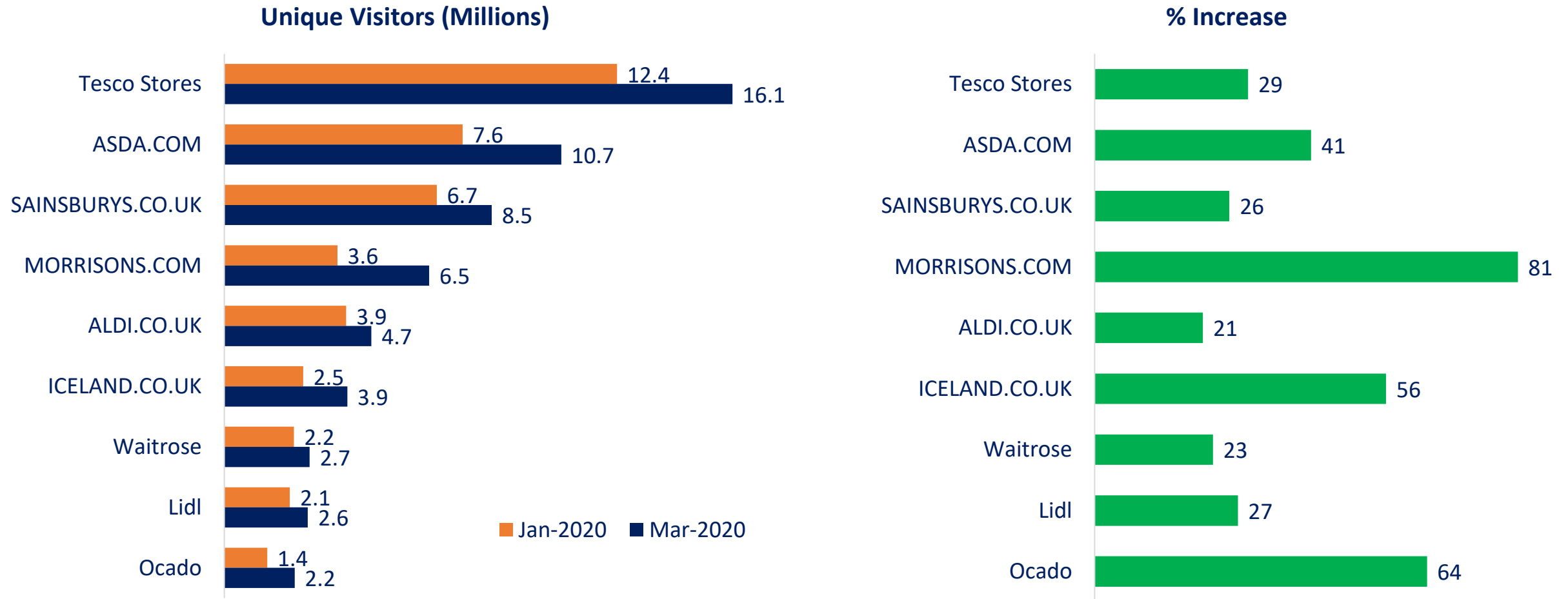
- Unique Visitors +9%
- Unique Visitors +2.6m
- Visits +49%
- Minutes +48%





# Grocery Retailers\*: Unique Visitor Change Jan-Mar 2020

## All Main Grocery Brands experienced uplifts

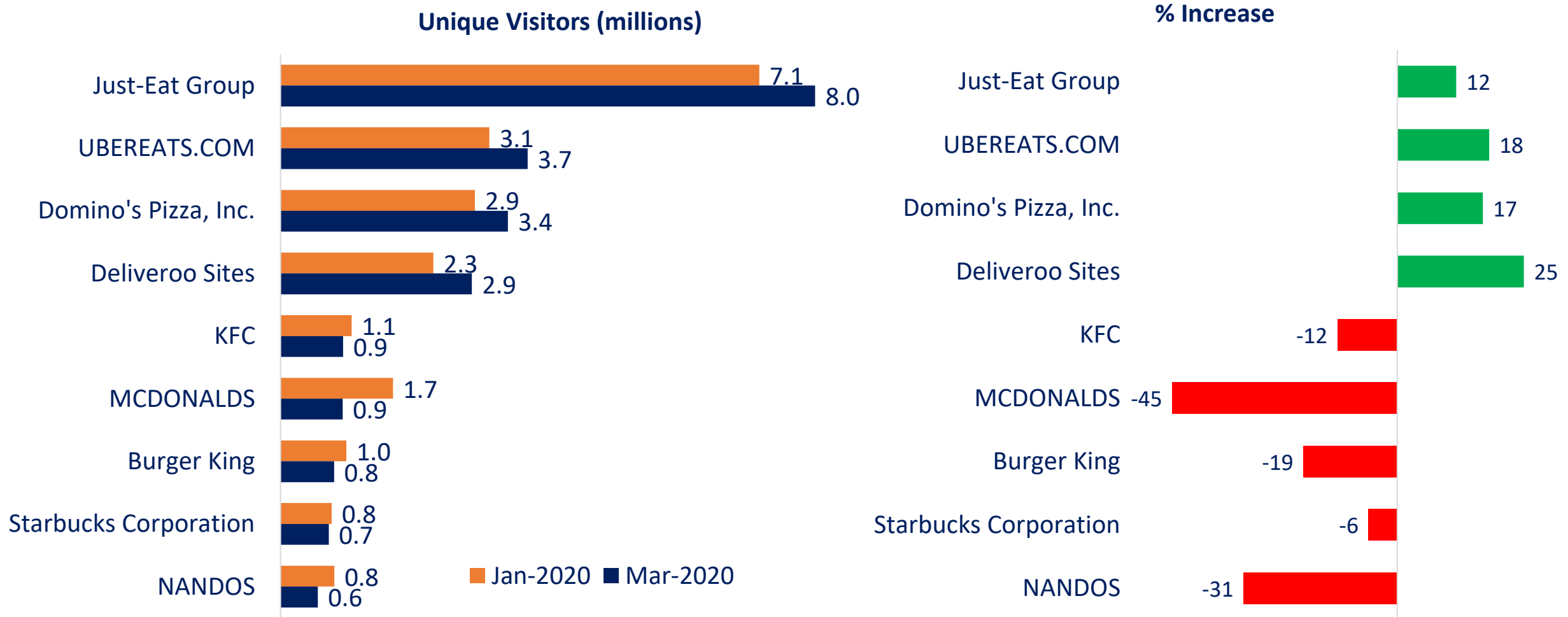


Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps  
\*Custom Created Group

# Food Retailers\*: Unique Visitor Change Jan-Mar 2020

## Food Delivery services benefited from lockdown

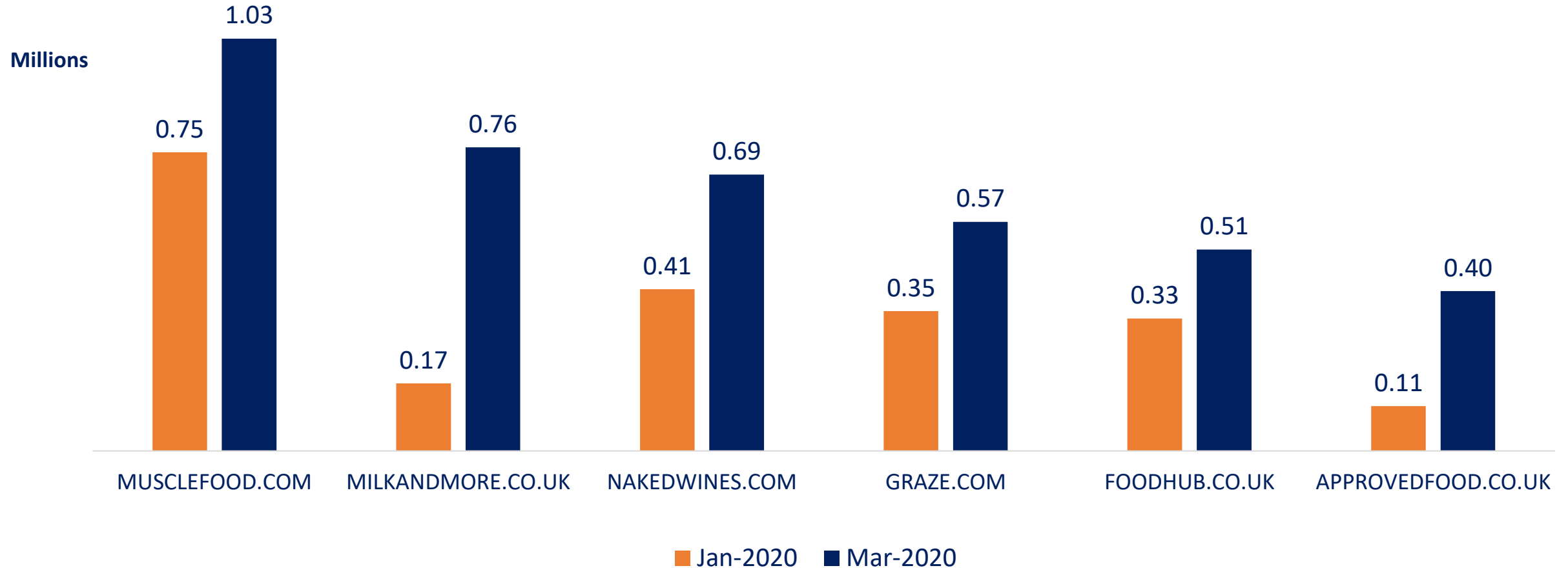


Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps  
\*Custom Created Group

# Other Food Retailers: Unique Visitor Change Jan-Mar 2020

Smaller food and drink retailers experienced uplift in visitors



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# News & Information

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## Key Changes: Jan-Mar 2020

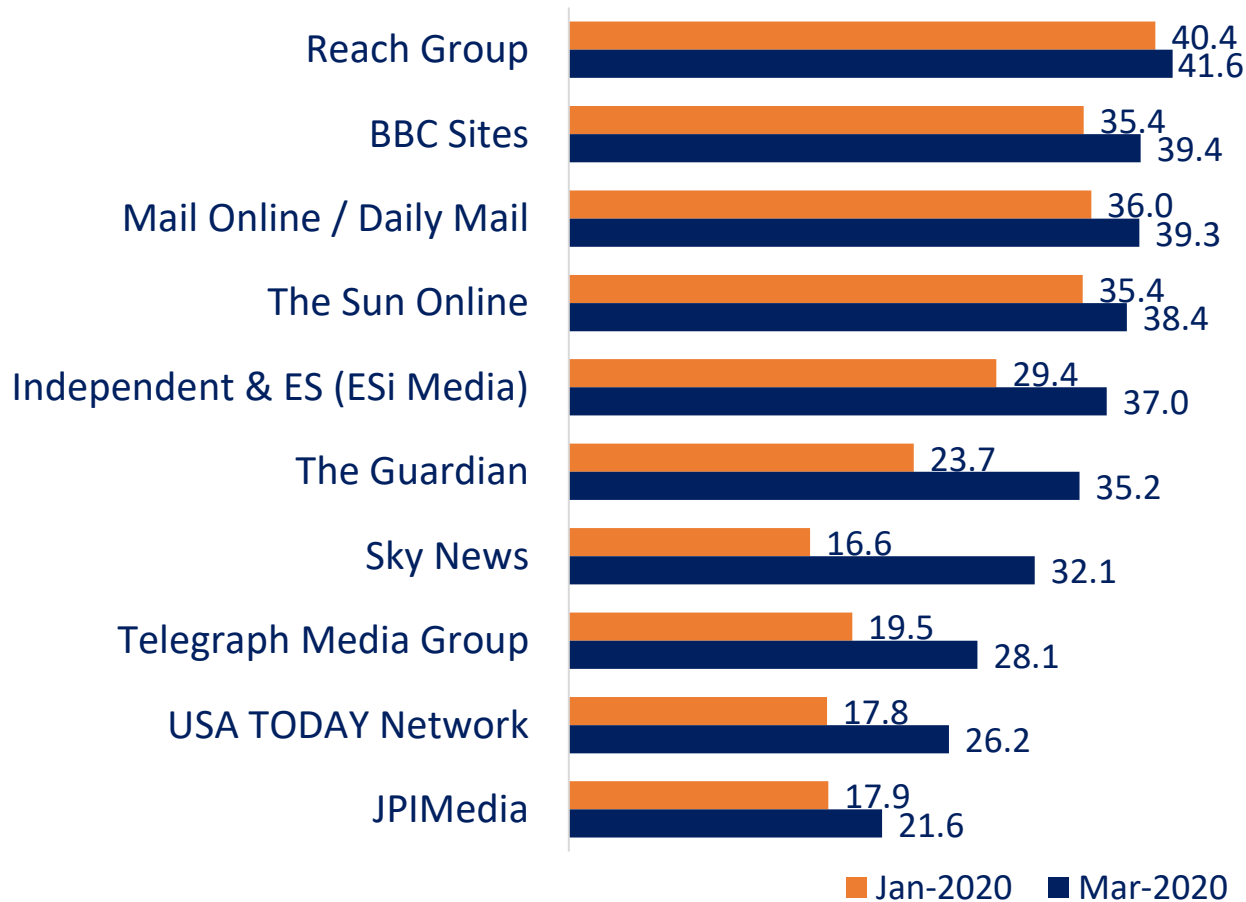
- Total Minutes +28%
- Ave Mins/visitor +103mins
- Business/Financial News UVs +7m
- Politics News UVs +65%



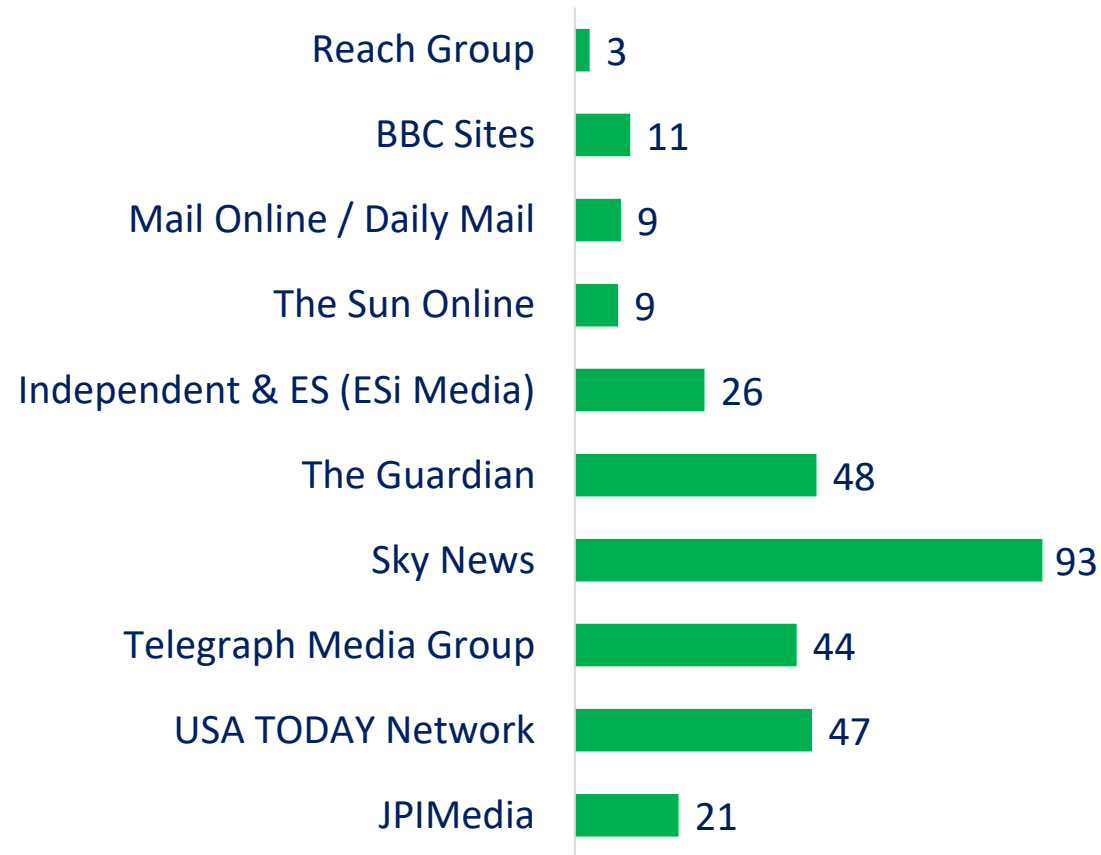
# All News/Information: Unique Visitor Change Jan-Mar 2020

## Top 10 News Properties all witnessed gains

Unique Visitors (Millions)



% Increase



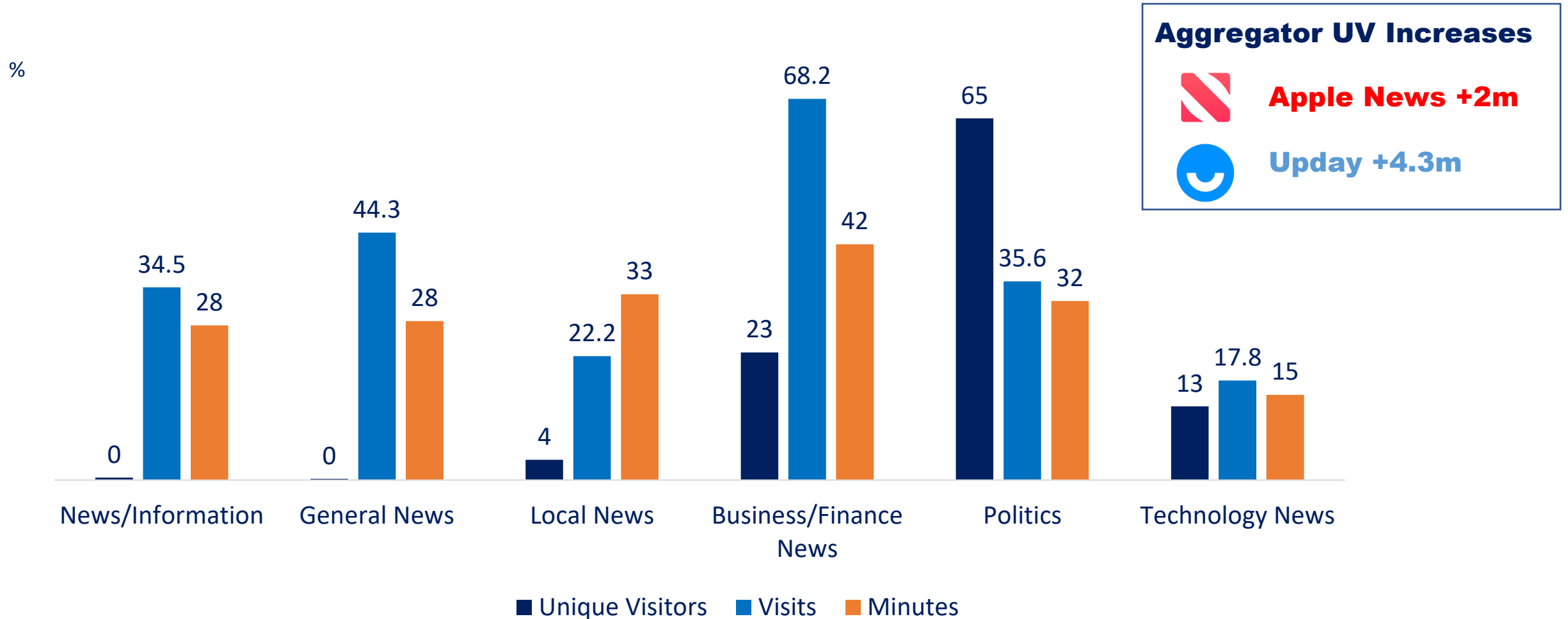
Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps



# News Categories: Usage Metrics % Change Jan-Mar 2020

## People are consuming MORE news from a wide range of sources

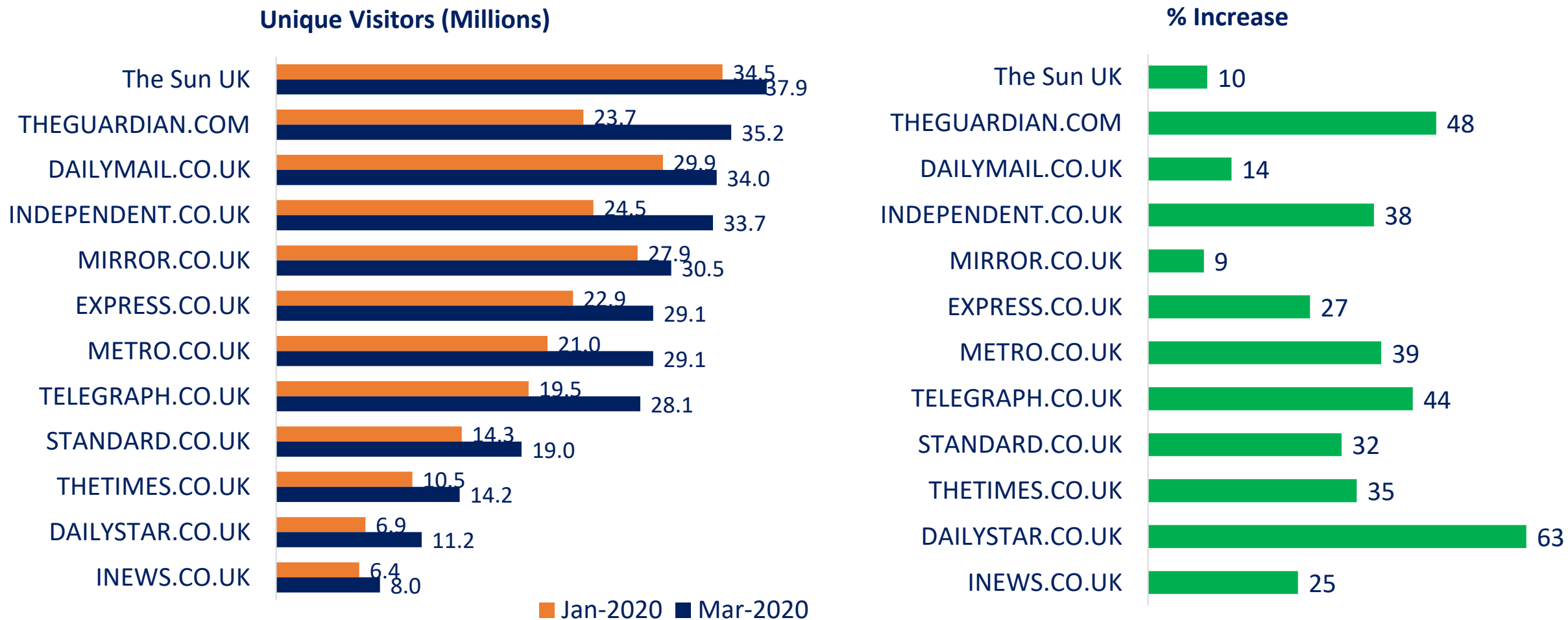


Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# UK Online Daily Newspapers: Unique Visitors Jan-Mar 2020

The Qualities all experienced >25% growth in visitors

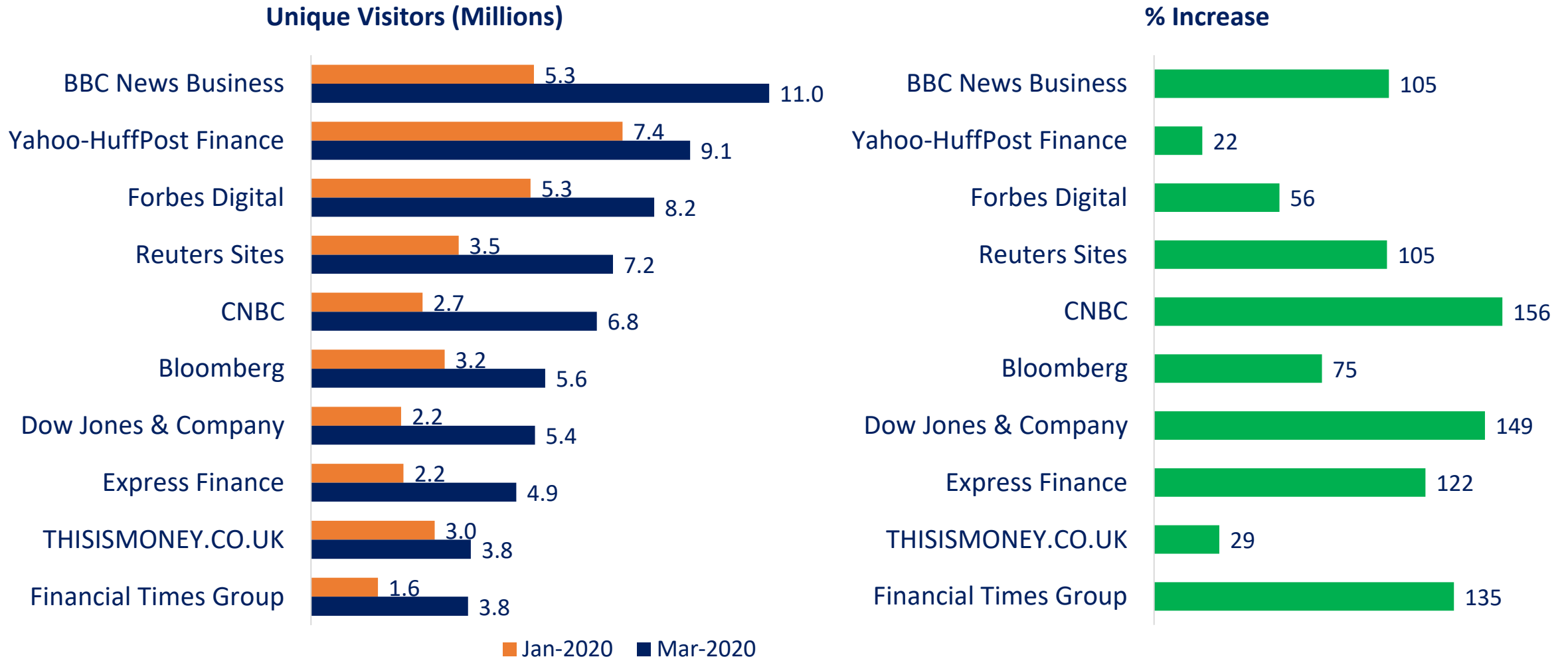


Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# Business/Finance News: Unique Visitors Jan-Mar 2020

An additional 7m adults visited Business News sites +23%



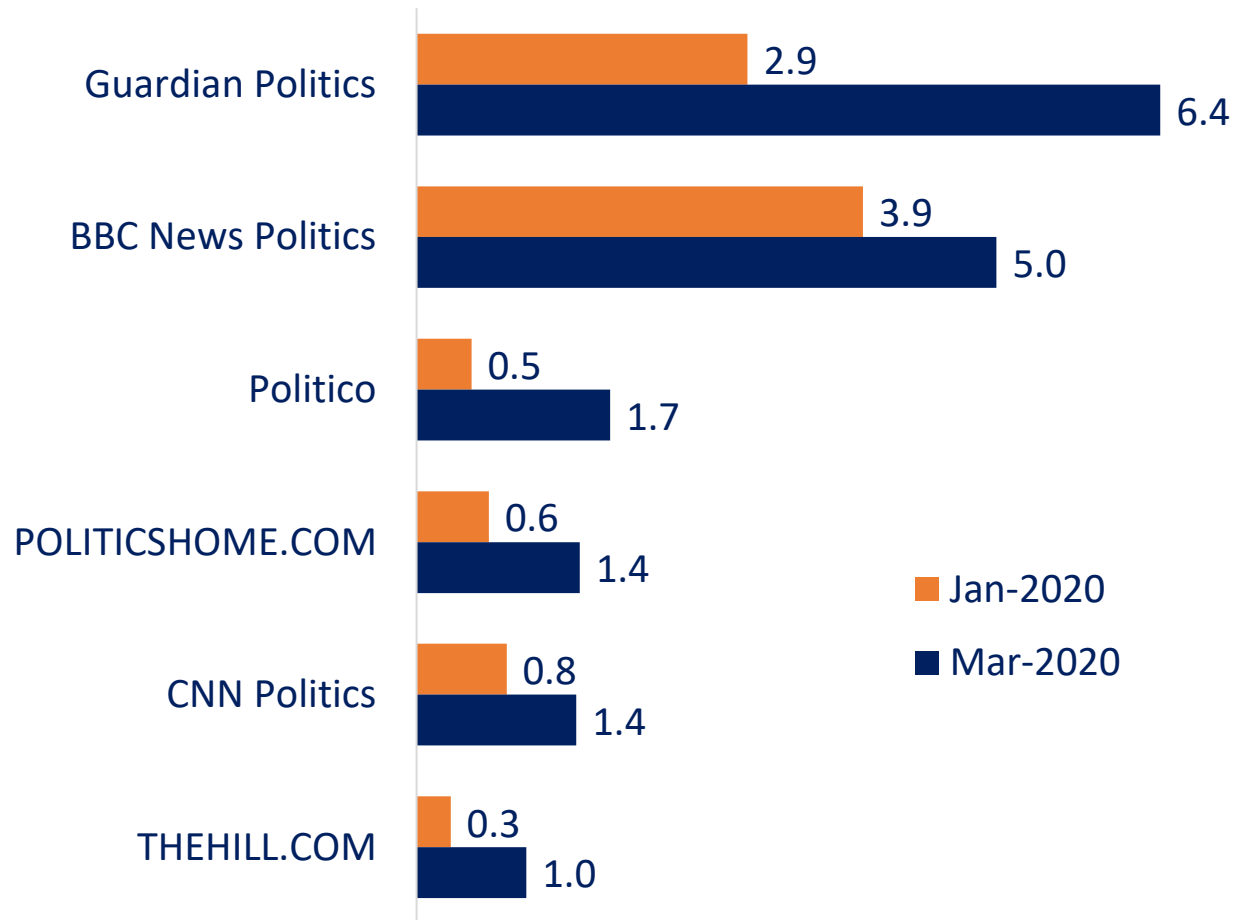
Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

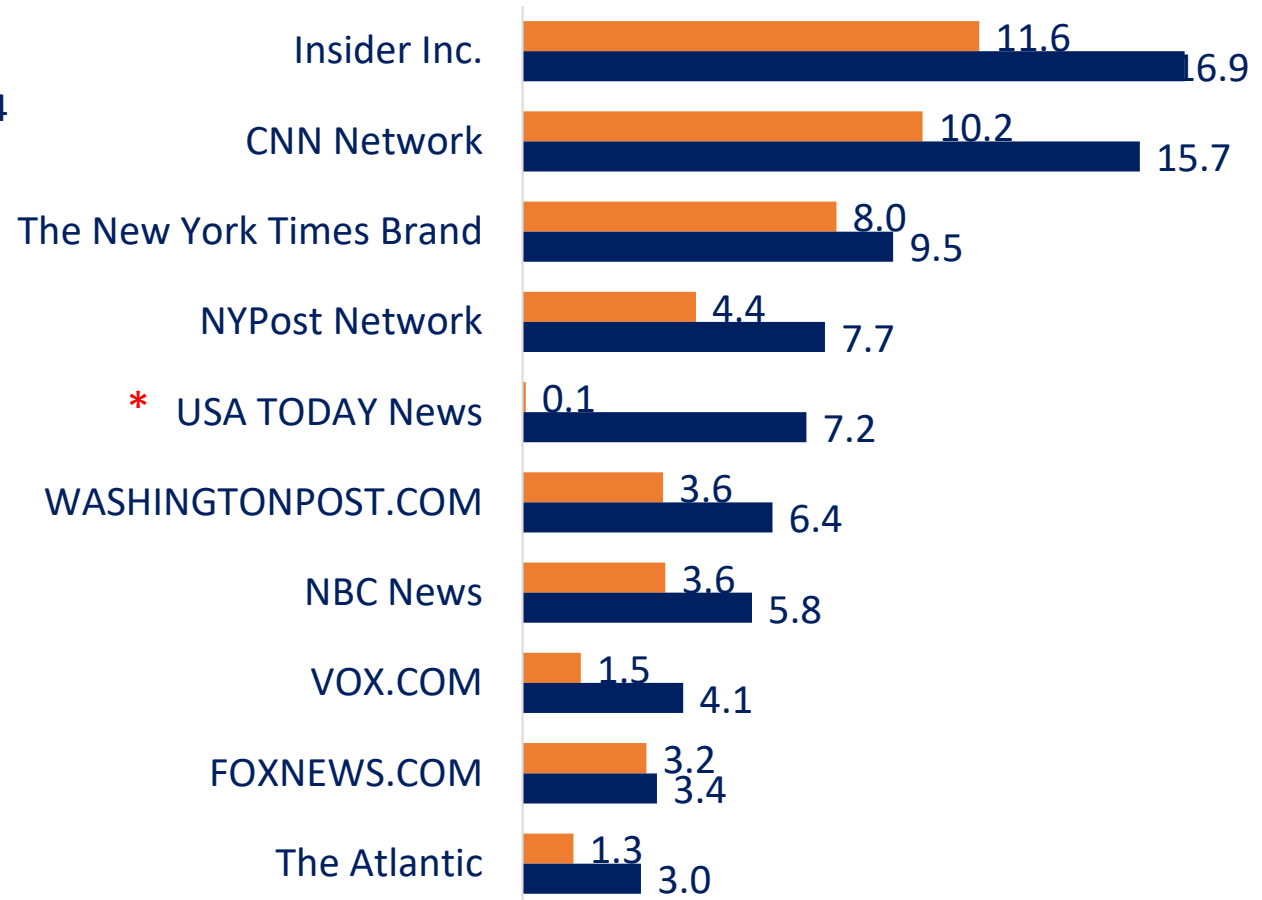
# Politics & US News\* Brands: Unique Visitors Jan-Mar 2020

UK Online users increasingly consuming Global content

Unique Visitors (Millions)



Unique Visitors (Millions)



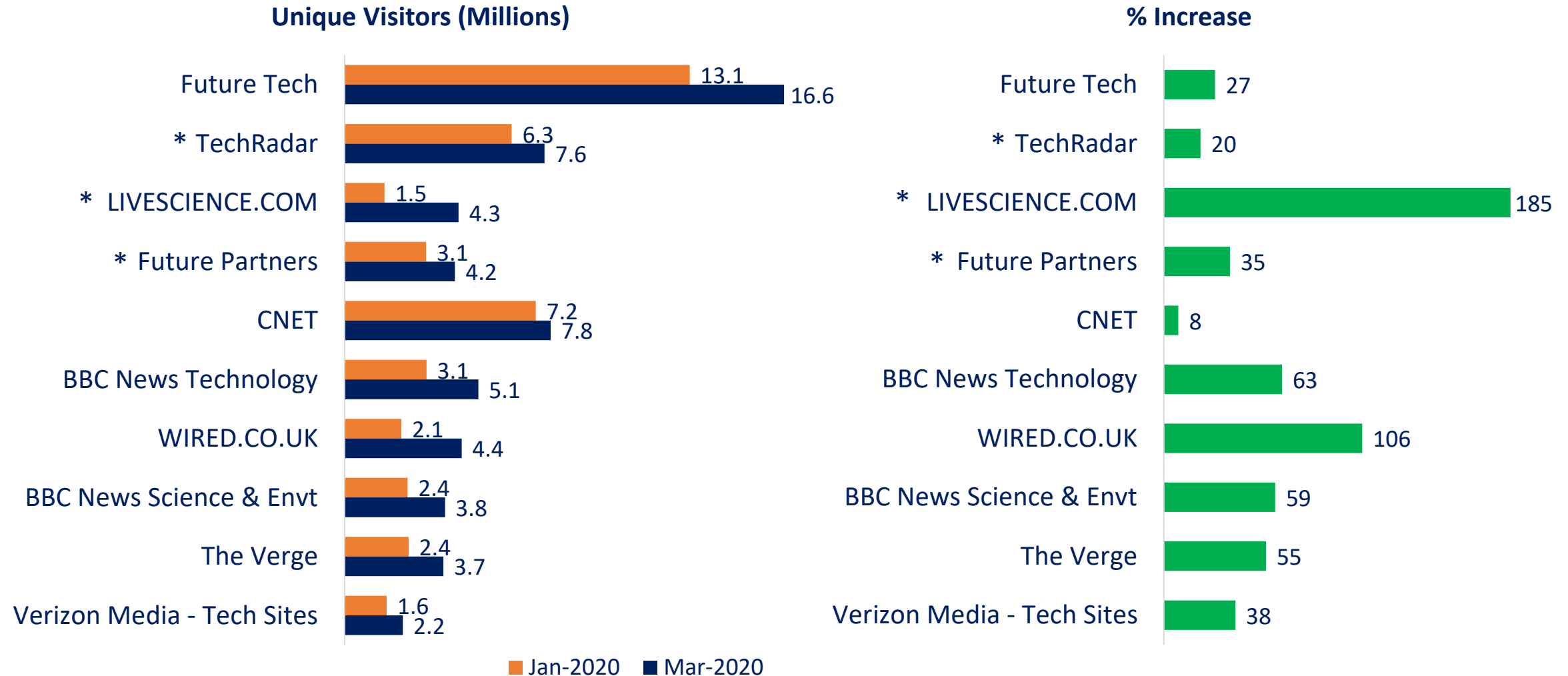
Jan-2020  
Mar-2020

Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps  
\*US News brands manually selected from 'General News' Category. \* USA Today News Jan data under investigation by Comscore

# Technology News: Unique Visitors Jan-Mar 2020

An additional 4m adults visited Technology News sites +13%



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

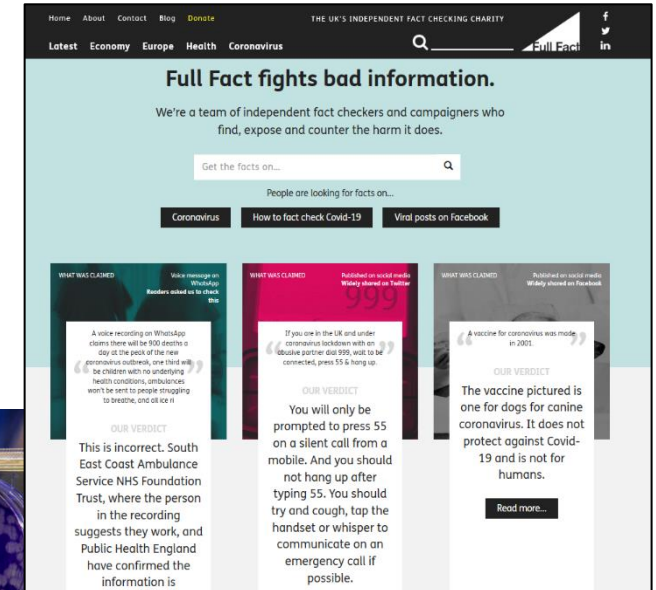
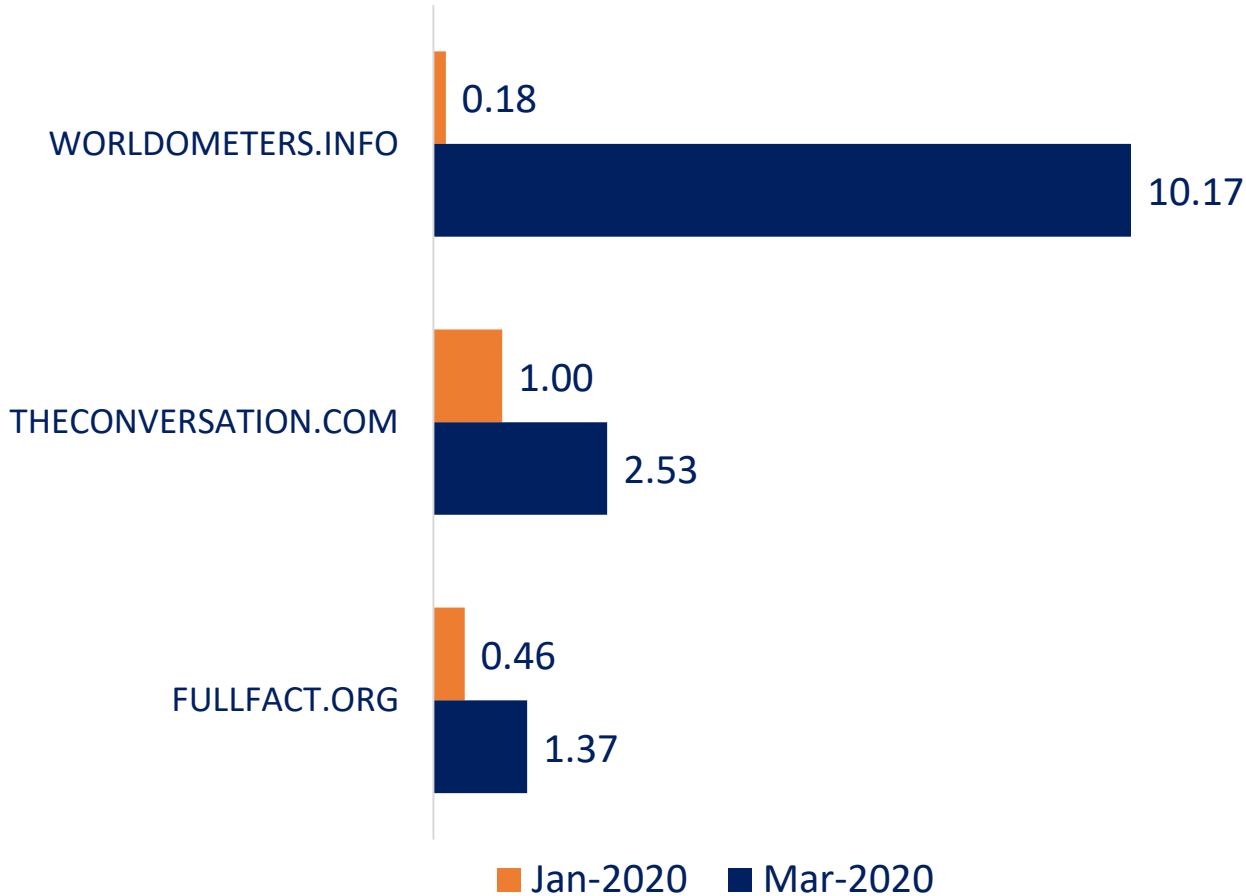
MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

\* Channels within the Media Title Future Tech

# Facts & Stats : Unique Visitors Jan-Mar 2020

## Growing use of 'credible sources' & 'official stats'

Unique Visitors (Millions)



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# Social Networking

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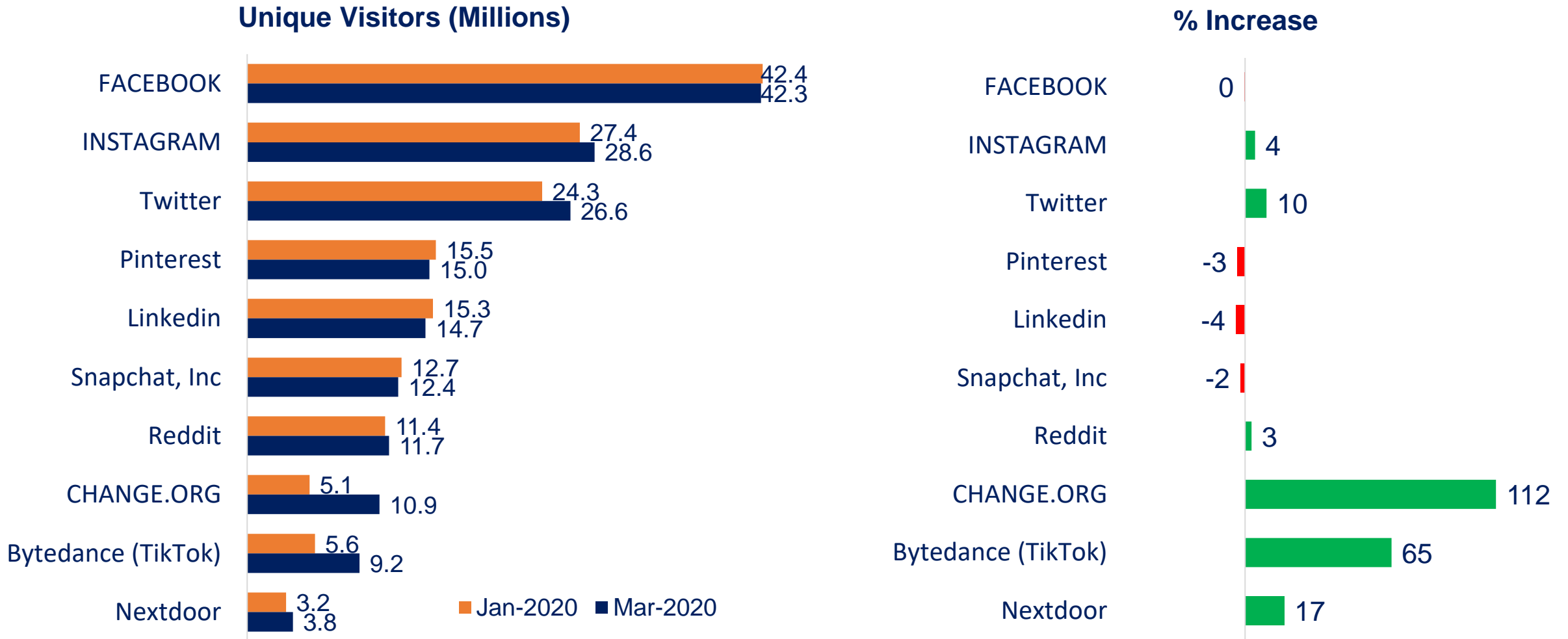
## Key Changes: Jan-Mar 2020

- Total Minutes +8%
- Ave Mins/visitor +205mins



# Social Networking : Unique Visitors Jan-Mar 2020

## TikTok and Change.Org add most visitors

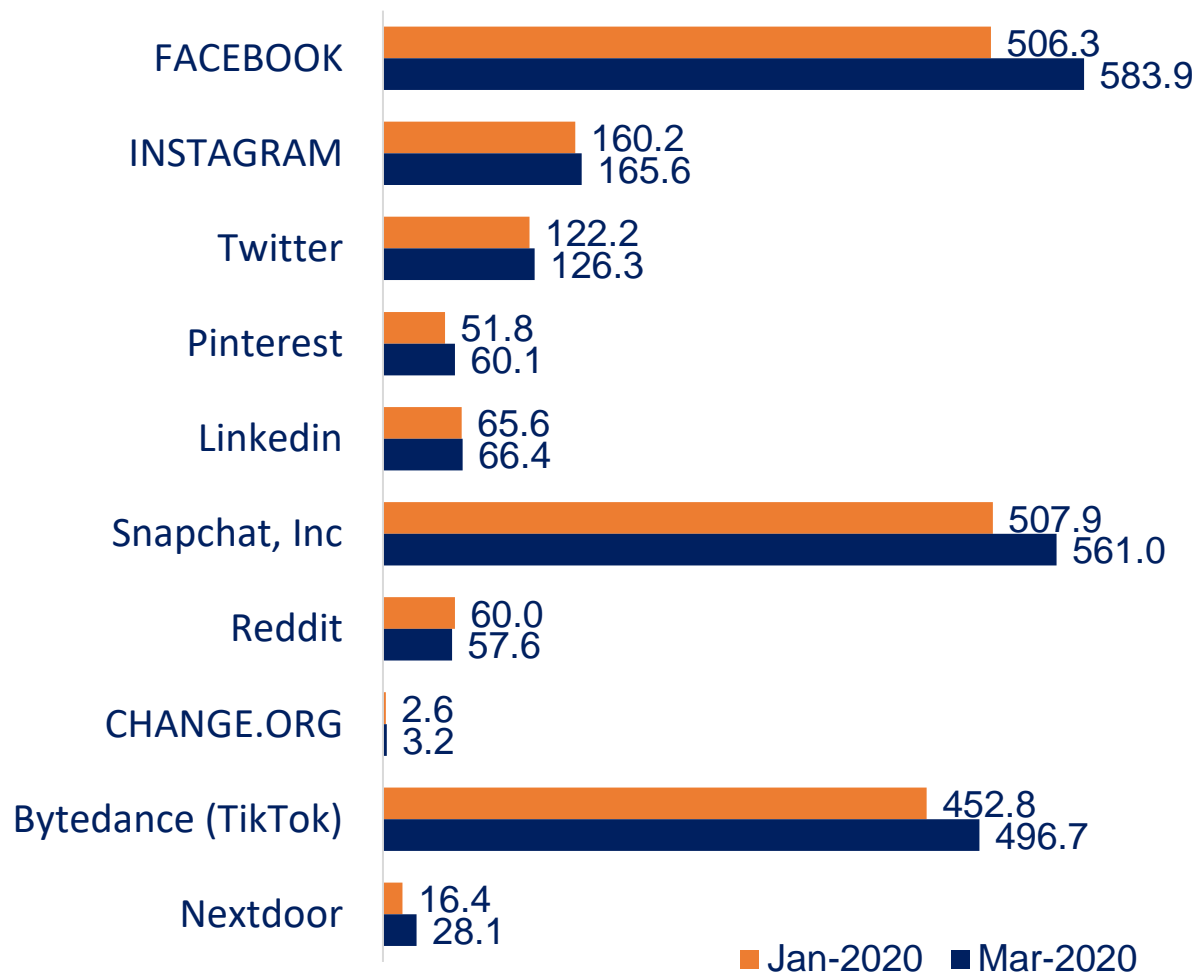




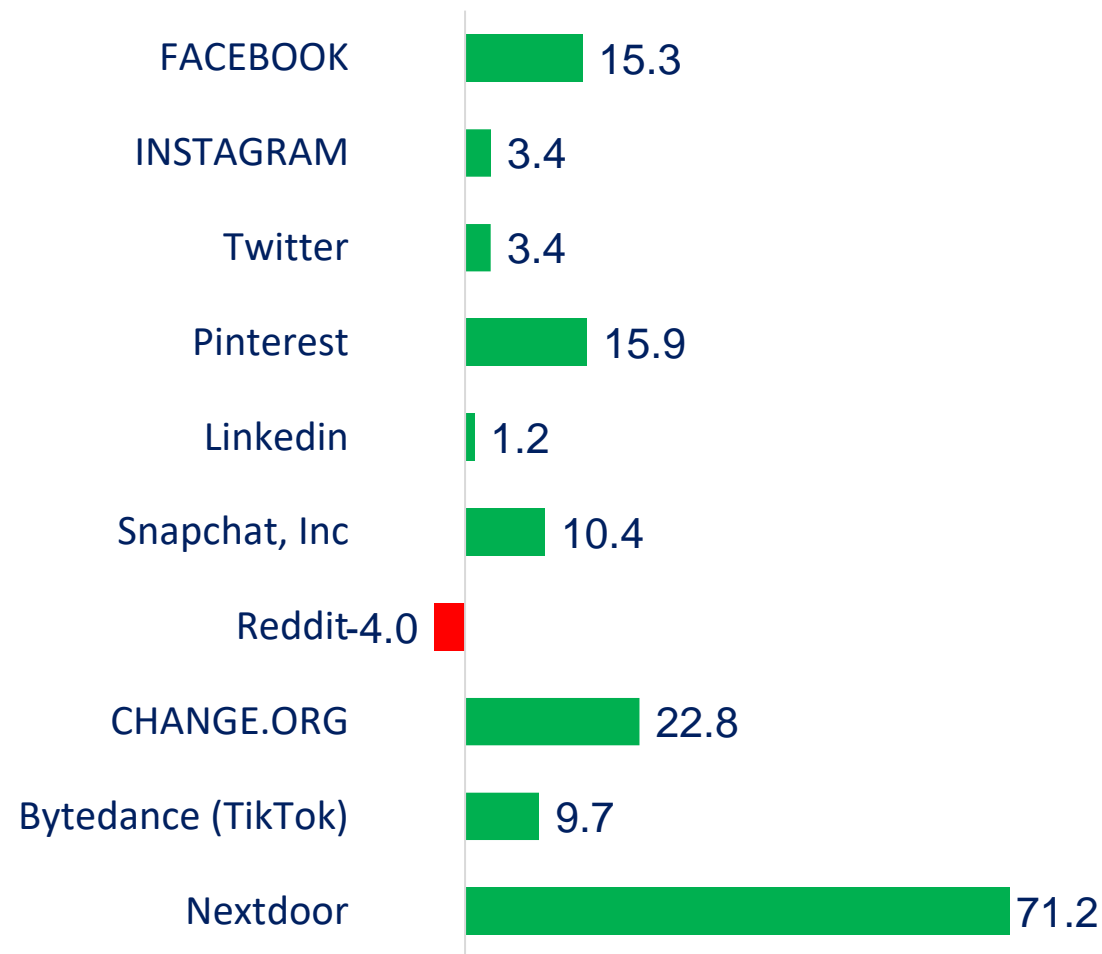
# Social Networking: Ave Minutes Per Visitor Jan-Mar 2020

## Facebook visitors spend an additional 77 minutes on the service

### Average Minutes Per Visitor



### % Increase



# IM and Video Chat

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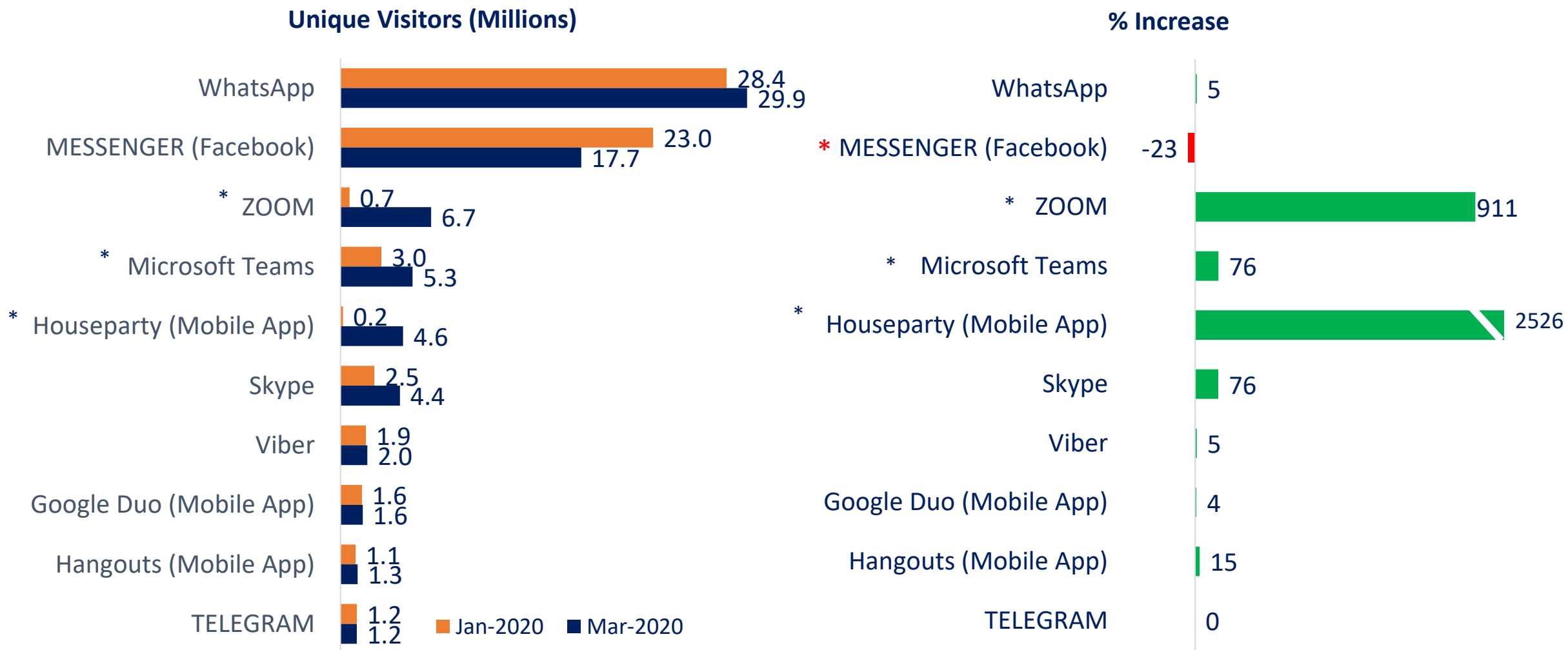
## Key Changes: Jan-Mar 2020

- IM minutes +32%
- IM Ave Mins/visitor +149mins



# IM & Video Chat\*: Unique Visitors Jan-Mar 2020

## Consumers in lockdown have turned to Video Chat/Conferencing

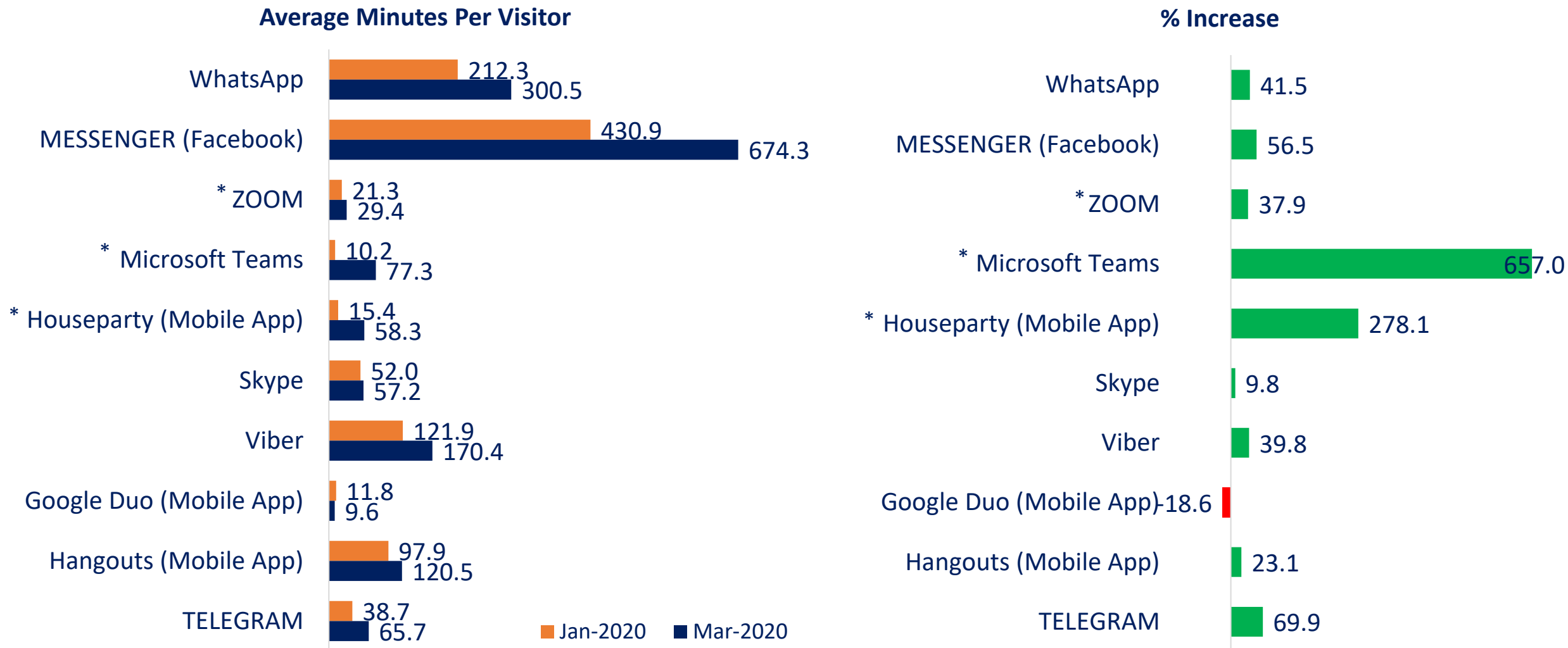


Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK. MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps.

\*These properties were added manually to the list from a NON-IM category for comparison purposes . \* Facebook IM data under investigation by Comscore

# IM & Video Chat\*: Average Minutes per Visitor Jan-Mar 2020

## Visitors are spending a lot more time on IM & Video chat apps



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK. MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps.

\*These properties were added manually to the list from a NON-IM category for comparison purposes and the category has been relabelled 'Video Chat'

# Government

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## Key Changes: Jan-Mar 2020

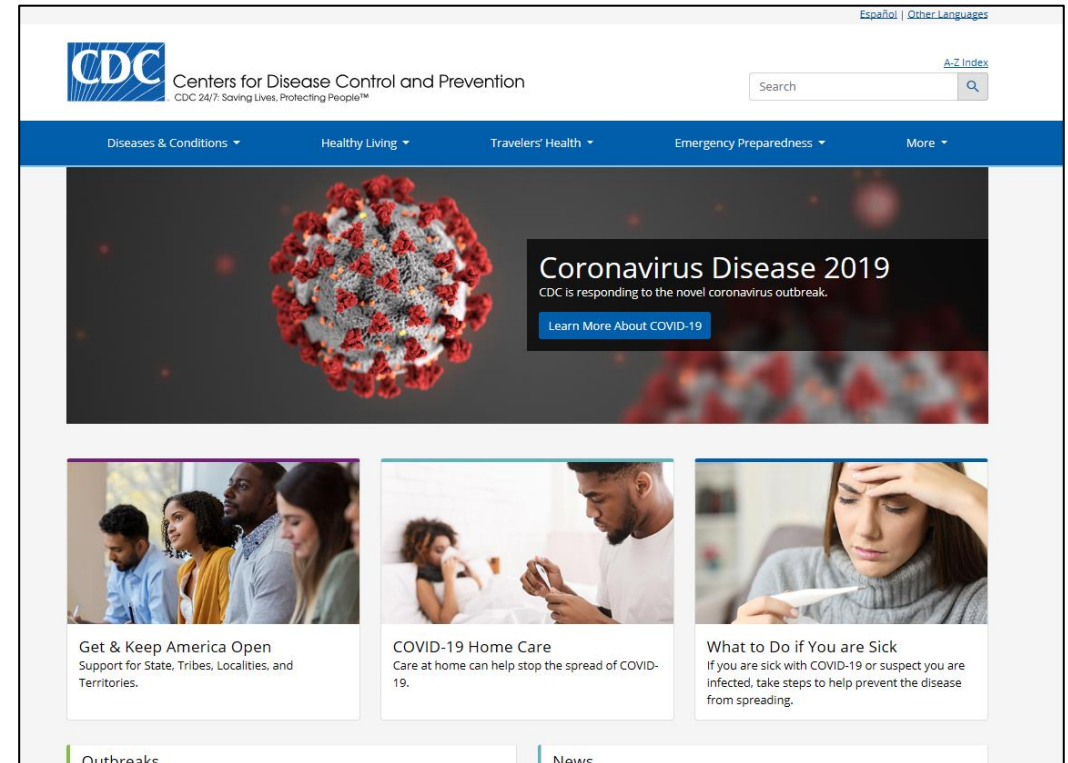
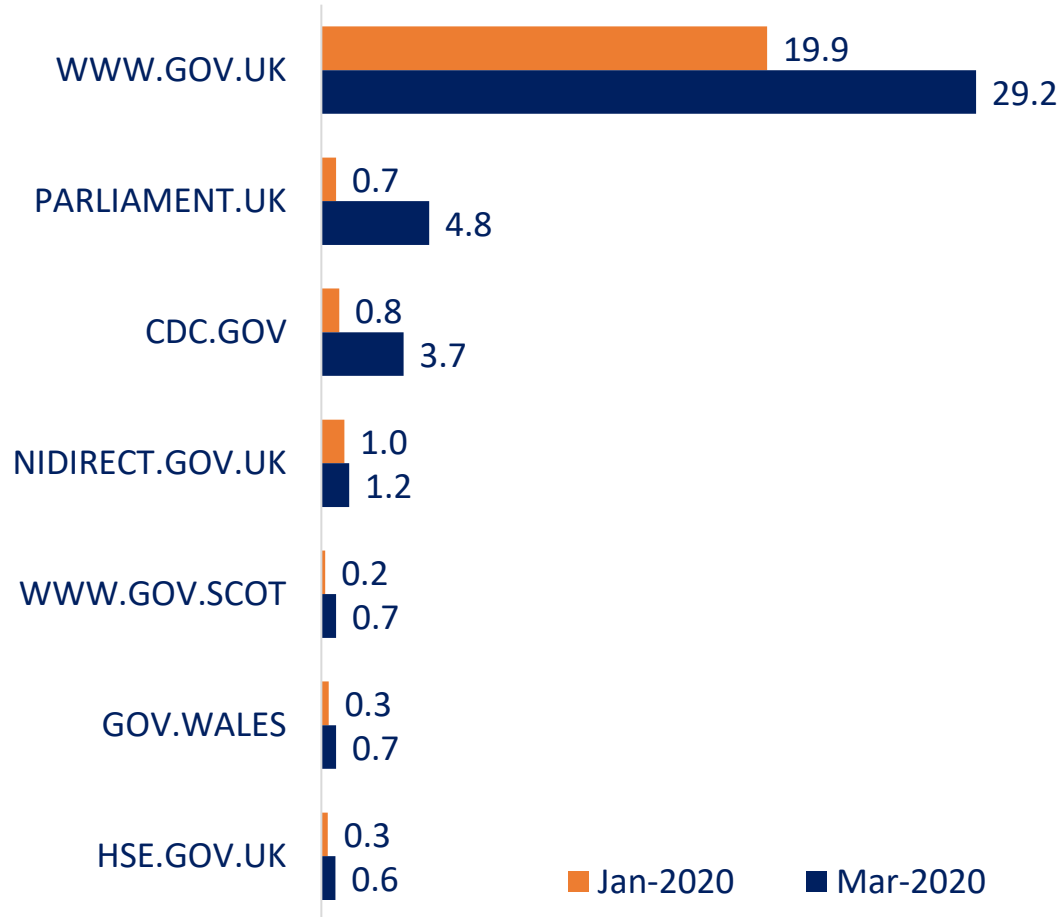
- Unique Visitors +19%
- Unique Visitors +5.6m



# Government : Unique Visitors Jan-Mar 2020

## www.gov.uk adds almost 10m visitors in a month

Unique Visitors (millions)



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps



# Health

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## Key Changes: Jan-Mar 2020

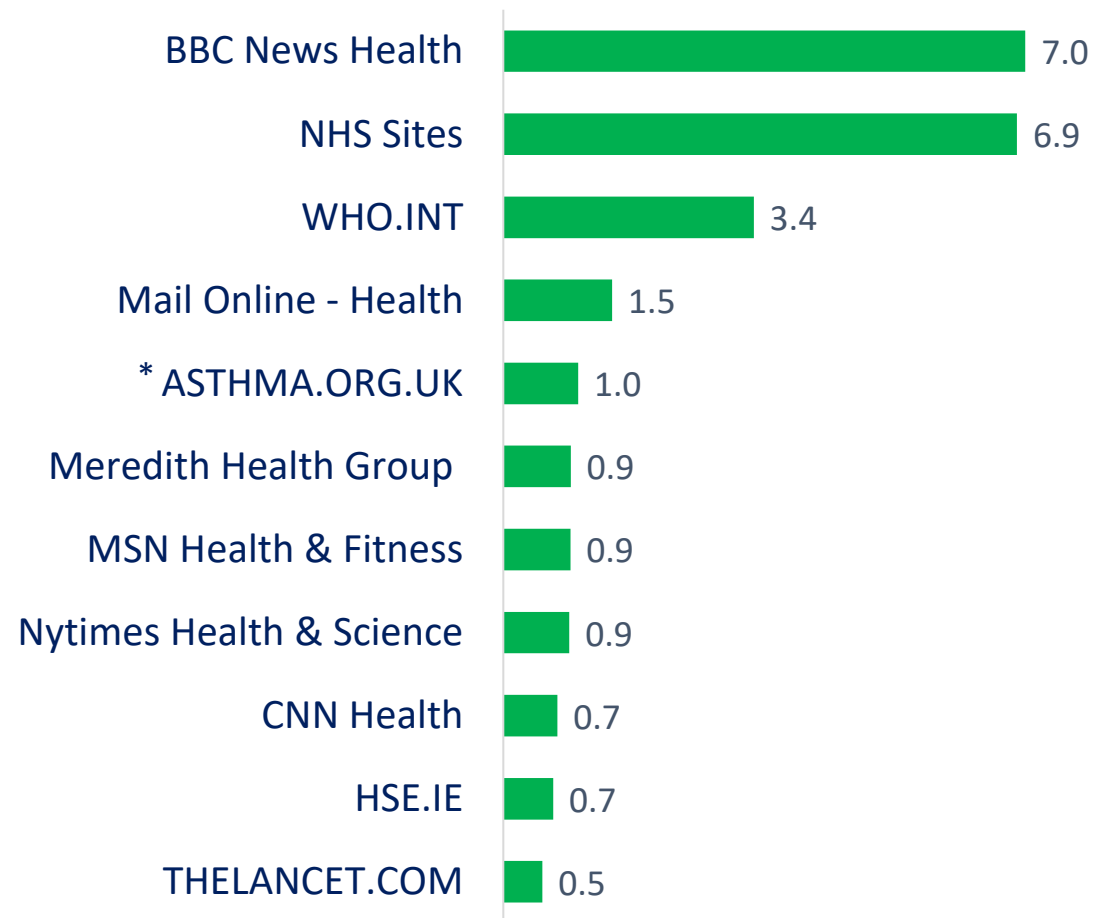
- Unique Visitors +2m
- Visits +27%



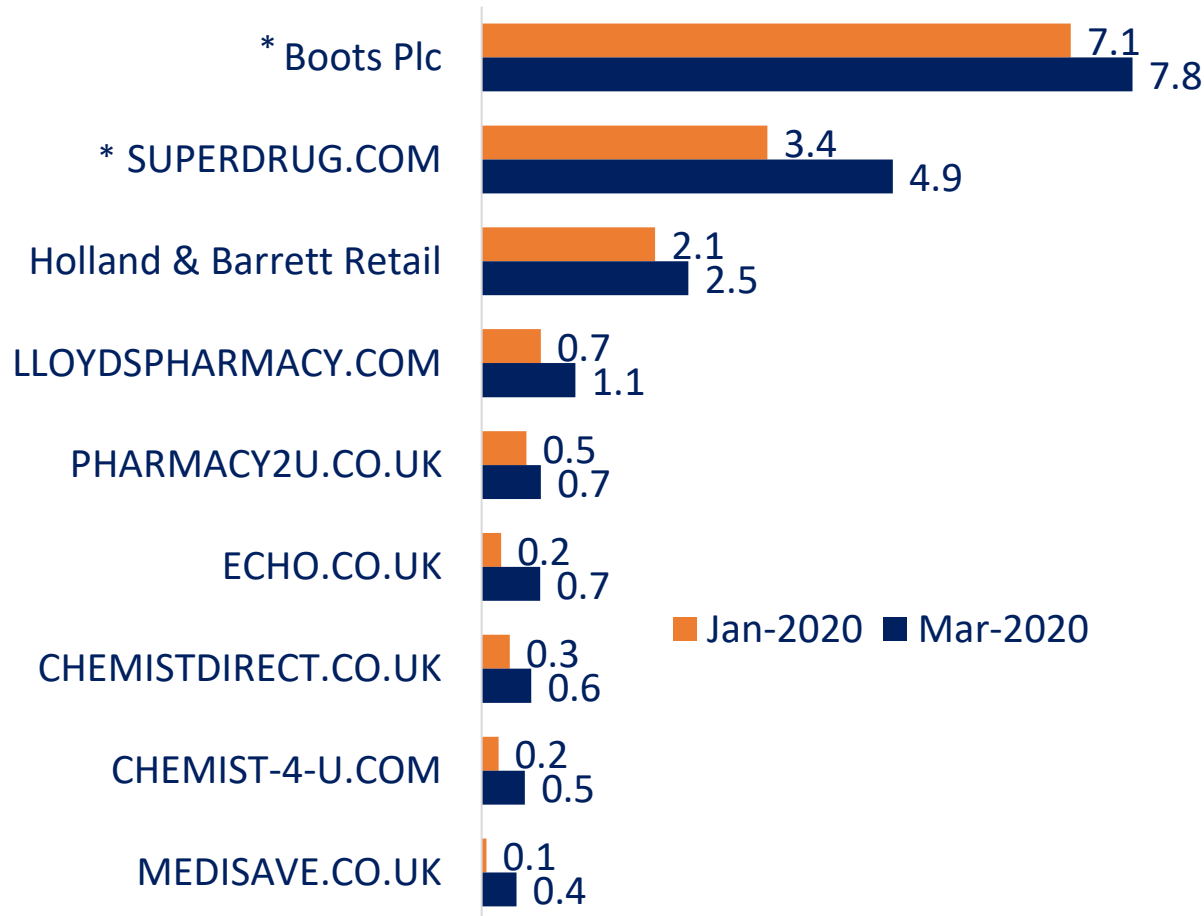
# Health Sites & Retailers: Unique Visitor Change Jan-Mar 20

## Consumers are seeking health information and health products online

Health Sites: Additional Unique Visitors (millions)



Healthcare\* Retailers: Unique Visitors (Millions)



■ Jan-2020 ■ Mar-2020

Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK. MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps.

\*These were not listed in the Health and Healthcare retail categories so were manually added for comparison purposes



# Education

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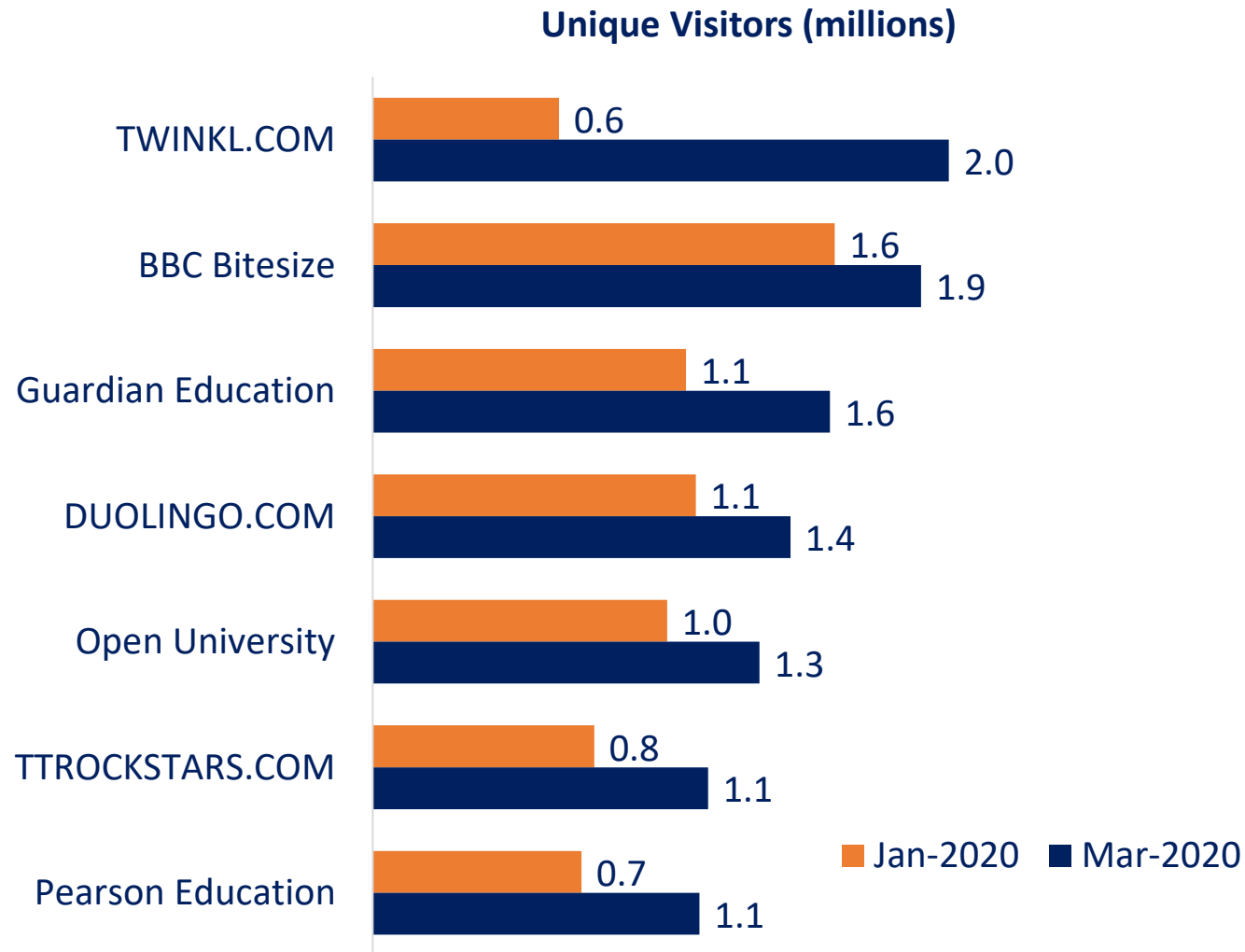
## Key Changes: Jan-Mar 2020

- UVs +5% (+9% with kids)
- Mins +39% (+43% with kids)
- Visits +19% (+32% with kids)



# Education: Unique Visitors Jan-Mar 2020

Home schooling has contributed to visitor growth across sites



Self isolation imagined...



Self isolation actual...



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# Entertainment

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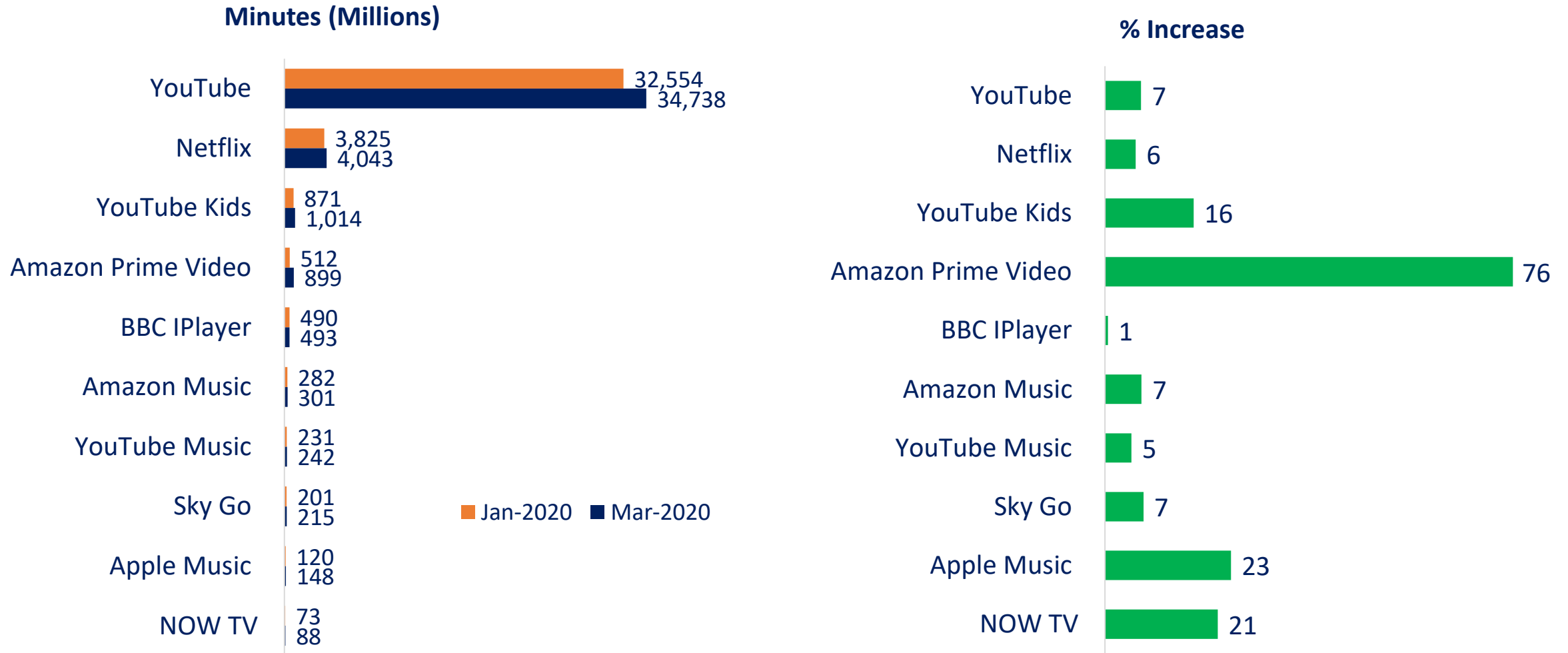
## Key Changes: Jan-Mar 2020

- Mins +5%
- Ave Mins/visitor +65mins



# Entertainment Apps Time Online Growth: Jan-Mar 2020

An additional 2.1 billion minutes on YouTube's App is driving the increase

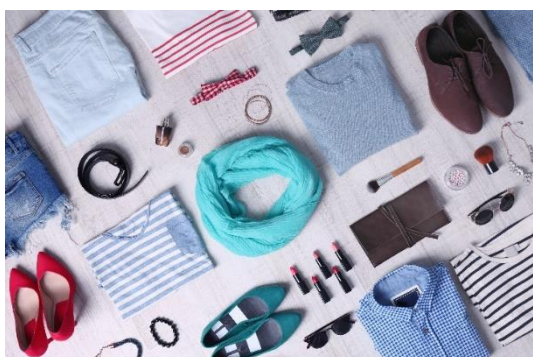


Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps



# Categories Negatively Impacted Jan-Mar 2020



# Top Growth Properties & Mobile Apps

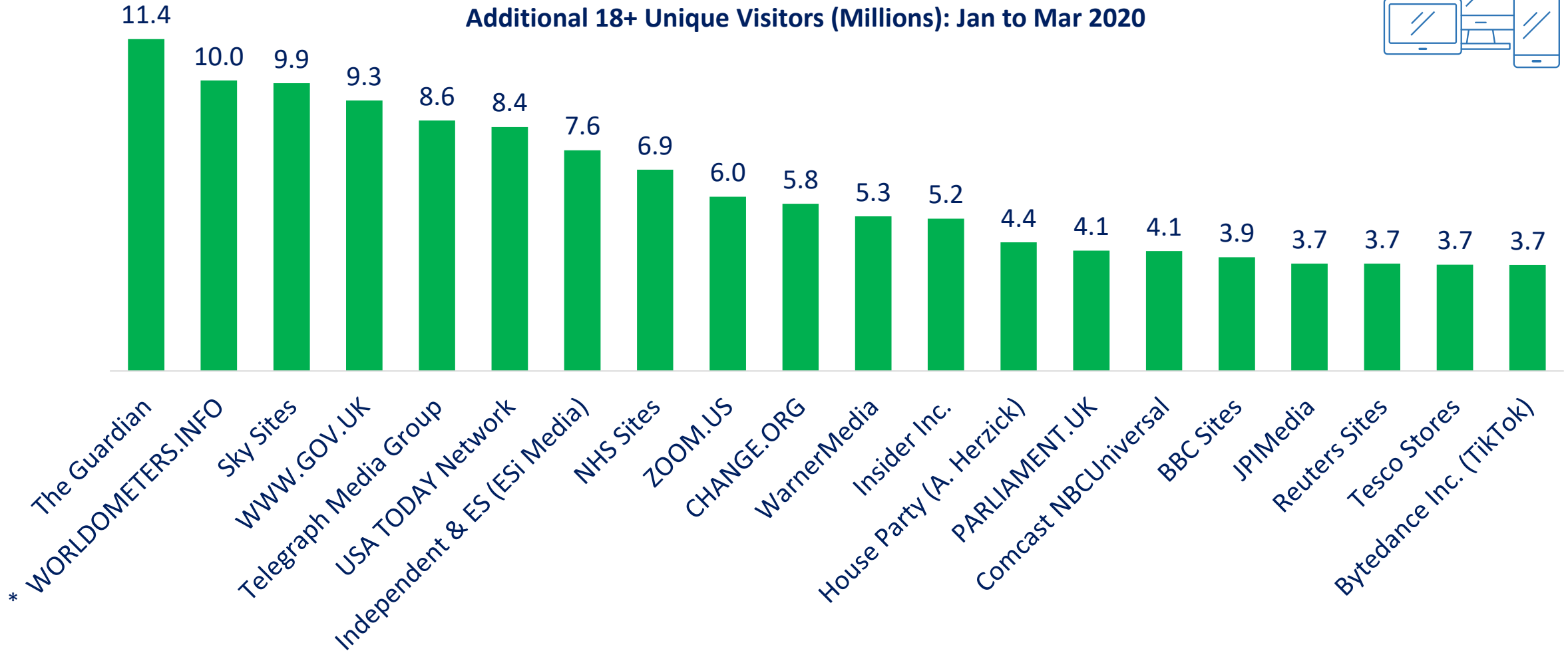
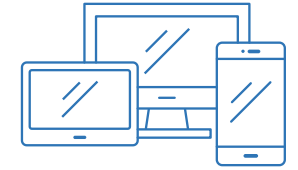
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Jan-Mar 2020

UKOM



# Properties adding MOST Unique Visitors: Jan-Mar 2020



\*

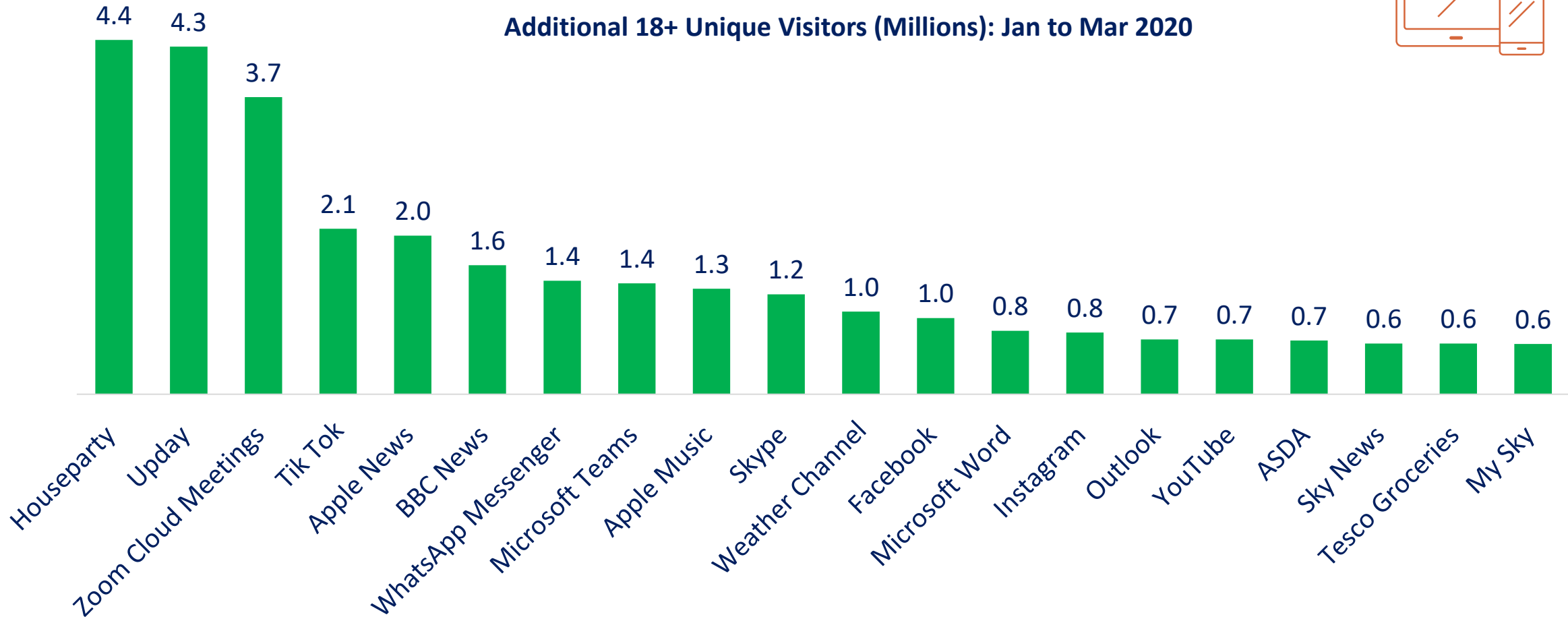
Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps  
\*Worldometers.info web domain has replaced the 'FreeStar' property in this analysis as Worldometers was driving the growth

# Mobile Apps adding MOST Unique Visitors: Jan-Mar 2020



Additional 18+ Unique Visitors (Millions): Jan to Mar 2020



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

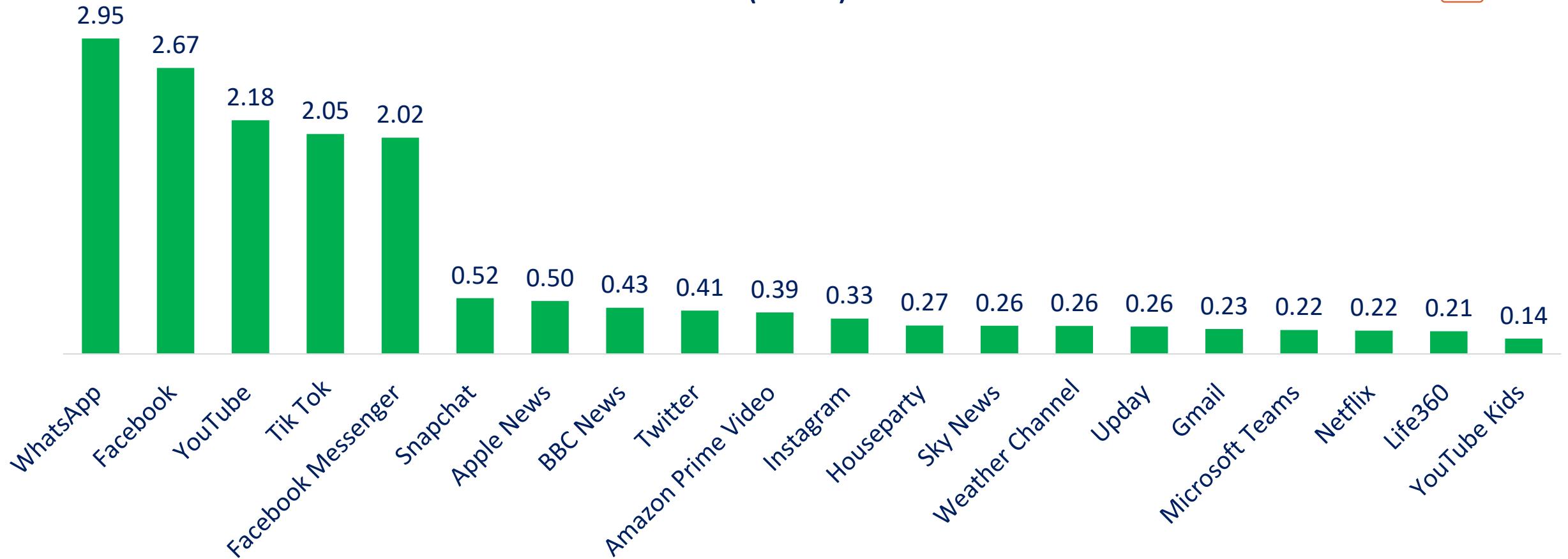
MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps



# Mobile Apps adding MOST Minutes: Jan-Mar 2020



Additional Minutes (Billions): Jan to Mar 2020



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps



# Top 20 Properties

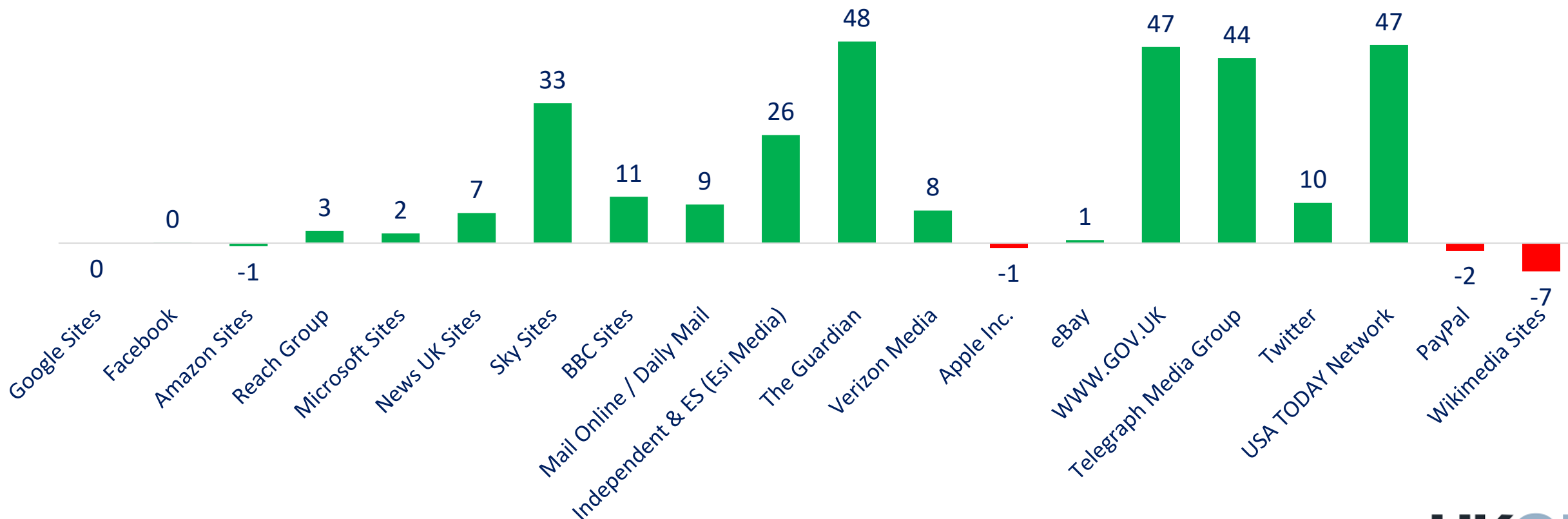
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Key Changes: Jan-Mar 2020



# Top 20 'UV' Properties: Unique Visitor Change Jan-Mar 2020

Unique Visitor % Change: Mar 20 v Jan 20



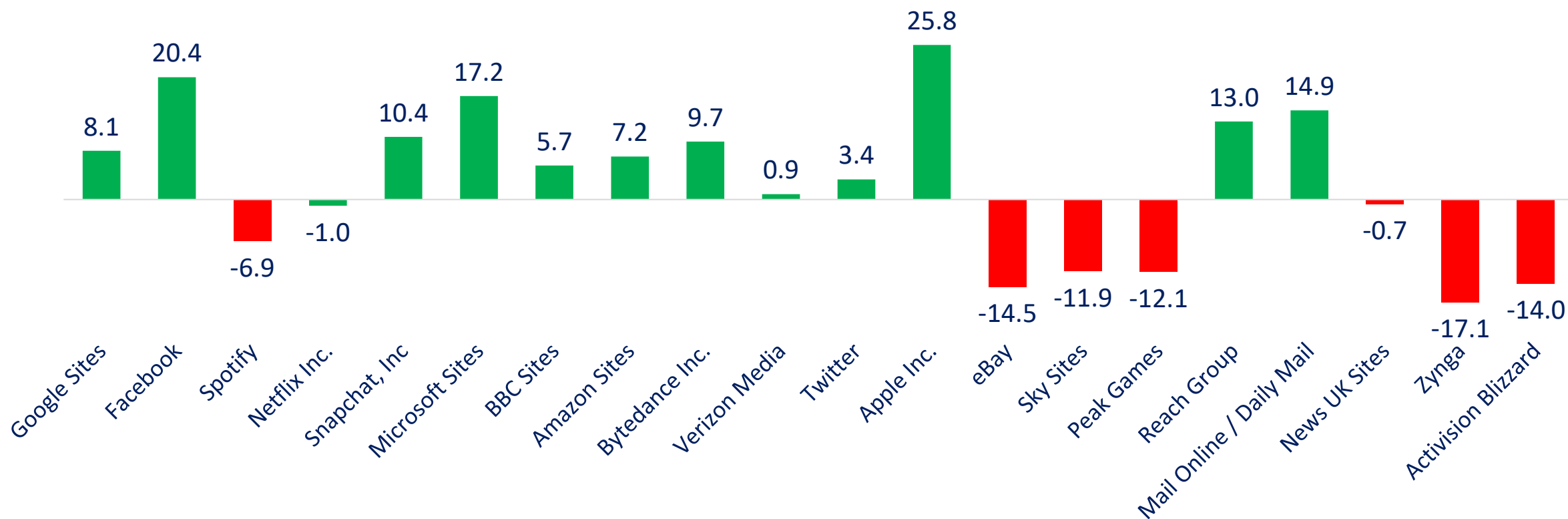
Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# Top 20 'Time' Properties: Time Online Change Jan-Mar 2020



Time Online (mins) Change %: Mar 20 v Jan 20



Source: Comscore MMX Multi-Platform, Adults 18+, Jan & Mar 2020, UK

MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps, tablet browsing & apps

# UKOM Website: [www.ukom.uk.net](http://www.ukom.uk.net)

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## Digital Market Overview

**Q4 | 2019**

### Q4 2019 UK Digital Market Overview report

Welcome to UKOM's Digital Market Overview for December 2019. Using UKOM approved Comscore data, the DMO shares insights into what the UK Population is doing online by providing a top-line snapshot of audience behaviour each

**Q3 | 2019**

### Q3 2019 UK Digital Market Overview report

Digital Market Overview for September 2019. Key insights include: mobile's share of time online continues to grow, up from 78% in June to 81% in September – driven by smartphones (up from 67% to 71%). Online adults spent on average 3hrs 34mins per

**Q2 | 2019**

### Q2 2019 UK Digital Market Overview report

Digital Market Overview for June 2019. Using UKOM approved Comscore data, the DMO shares insights into what the UK Population is doing online by providing a top-line snapshot of audience behaviour each quarter.

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## Insights

**WhatsApp's UK Audience**

Facebook recently revealed that on New Year's Eve 100 billion messages were sent worldwide on WhatsApp with UK users sending over 900 million of them. UKOM looks at the popularity and growth of WhatsApp among different demographics in the UK over the last year.

29.01.2020

**Fashion Retailers**

In July 2019, 27 million UK adults visited clothing retailers online and every month Comscore reports on over 300 properties which are classified under the category 'Retail – Apparel'. To coincide with London Fashion week, UKOM explores usage of the category and identifies winners and losers over the last year.

16.09.2019

**New Mobile Finance Apps**

Each month, UKOM's partner, Comscore, reports usage data for nearly 2800 mobile apps, over 50 of which are in the financial services category.

25.06.2019

# Contact Us

Find out more at: <http://www.ukom.uk.net/>  
Email us at: [insights@ukom.uk.net](mailto:insights@ukom.uk.net)



# Categories Negatively Impacted Jan-Mar 2020



## Travel

Hotels/home sharing -30% Uvs (-5.1m)  
Online Travel agents -25% Uvs (-6.1m)  
Travel info -18% Uvs (-6m)  
Airlines -22% Uvs (-2.8m)  
Ground/Cruise -19% Uvs (-3.5m)



## Real Estate/Property

Unique Visitors -12% (-3.6m)  
Minutes -25%



## Non-Grocery Retail

Tickets -27% Uvs (-3m)  
Clothing Apparel -7% Uvs (-2m)  
Luxury goods/jewellery -16% Uvs



## Automotive/Maps

Total Unique Visitors -8% (-2.2m)  
Total Minutes -35%  
Autos Manufacturer Uvs -5%  
Autos Manufacturer Mins -47%  
Maps/GPS/Traffic - 8% Uvs (-2.9m)



## Career Services & Development

Career Resources -30% mins  
Job Search -26% mins



## Sport

Total Minutes -39%  
Ave Mins/visitor -42 mins