

Are people are using the mobile internet?

REPORT

Internet Usage

36 Million Adults



In 2013 36 million adults accessed the Internet in the UK **EVERY DAY**

2006 (20 million) → 2013 (36 million)

Over 65 age group sees the biggest growth

Over 65 age group

2006 (9%) → 2013 (37%)

Biggest Internet Uses

1 EMAIL 

2 Finding Information 

3 Reading News & information 

24%
2010 

x2

53%
2013 

Internet access using the **MOBILE PHONE** has **doubled!**



61% used internet "on the go"



32% used portable computers



11% used an ebook or other hand held device

Visitors want interesting information provided on a regular basis on all computer formats

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