Effects of Covid-19 on online consumption in the UK in 2020

Source: Comscore MMX Multi-Platform
Published: February 2021
Time spent online per day by UK adults decreased slightly as the UK had some time in December where lockdown measures eased.

Average time spent online by adult unique visitors per day, January– December 2020 (hours:minutes): by age

Source: Comscore MMX Multi-Platform, Total Internet, Age: 18+, Jan 2020 - Dec 2020, UK
Take-up of the NHS Covid-19 mobile app has contributed to an increase in UK adult visitors to NHS Sites since September 2020

Digital audience adult reach to selected COVID-19 information sites and apps: January – December 2020

Adults aged 18+ -

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK.

Note: *Custom list of entities defined by Ofcom.
10.9m UK adults visited the Covid-19 app in December 2020. 32% of those visits were by the over 55s

UK digital audience adult reach to the NHS Covid-19 mobile app in September to December 2020, by age group

Source: Comscore MMX Multi-Platform, Ages: 18+, Sep-Dec 2020, UK
Note: NHS Sites data based on panel only. NHS Covid-19 app based on smartphone panel only data
December 2020 saw the highest number of UK adult visitors to the gov.uk site since March 2020

Digital audience adult reach to WWW.GOV.UK site: January – December 2020 by age

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK
85% of UK online adults visited Mail Online / Daily Mail in December 2020

UK adults aged 18+ reach to selected **print newspaper sites/apps**

Source: Comscore MMX Multiplatform, age: 18+, Jan 2020- December 2020, UK. Note: *Custom list of entities defined by Ofcom.
The number of views per adult visitor to the top ten UK news sites has steadied since the first lockdown in March

Average monthly views per adult visitor to the Top 10* news sites and apps as of June 2020: January – Dec 2020

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Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Jan - Dec 2020, UK

Note: *Custom list of entities defined by Ofcom.
News aggregator Upday benefitted from the spring lockdown and UK adult reach has since stabilised

Digital audience adult reach to selected news aggregator sites and apps: January – December 2020

*Adults aged 18+-*

Source: Comscore MMX Multi-Platform, Age: 18+, Jan-Dec 2020

Note: *Custom list of entities defined by Ofcom.*
While TikTok has sustained its UK adult reach after the spring lockdown, the larger social media sites, Facebook and Twitter, have been steadily declining since the summer.

Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – Dec 2020, UK
Note: *Custom list of entities defined by Ofcom.
Time spent on Snapchat by UK adult visitors has more than halved since January to 8 minutes per day in December 2020

Average minutes per day spent by adult visitors of selected social media sites and apps: January – December 2020

Adulls aged 18+ -

Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – Dec 2020, UK
Note: *Custom list of entities defined by Ofcom.
UK adult reach of Microsoft Teams and Zoom have steadied over the second half of 2020

Digital audience adult reach of selected video communication sites and apps* January – December 2020
Adults aged 18+ -

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Source: Comscore MMX Multi-Platform, Age: 18+, Jan - Dec 2020, UK
Note: *Custom list of entities defined by Ofcom.
UK adult reach of email services have remained relatively steady throughout 2020

Digital audience adult reach to selected email sites and apps: January – December 2020

Adults aged 18+ -

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK
Note: *Custom list of entities defined by Ofcom.
Spotify site and app reached 21.7 million UK adults in December 2020 - 48% of the online adult population

Digital audience adult reach to selected music streaming sites and apps: January – December 2020

Adults aged 18+

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK.

Note: *Custom list of entities defined by Ofcom.

Note: Due to a tagging issue on Android and iOS platforms, Spotify was under-reported in January and October 2020 Mobile Metrix and Media Metrix Multi-Platform data. Data excludes smart speaker use. Amazon Music service can also be accessed via the Amazon website which is not included in the chart.
On average an adult Spotify visitor in the UK spent 25 mins per day on the service in December 2020

Average minutes per day spent by adult visitors to selected music streaming sites and apps: January – December 2020

*Adults aged 18+ -

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK

Note: *Custom list of entities defined by Ofcom.
Note: Due to a tagging issue on Android and iOS platforms, Spotify was under-reported in January and October 2020 Mobile Metrix and Media Metrix Multi-Platform data. Data excludes smart speaker use. Amazon Music service can also be accessed via the Amazon website which is not included in the chart.
Visits to the rail planner site Trainline.com declined by 57% between January and December 2020

Digital audience adult reach to selected UK public transport sites and apps: January – December 2020

Adults aged 18+

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Dec 2020, UK
Note: *Custom list of entities defined by Ofcom.
Comscore

- Comscore is an organisation that provides online audience measurement. It is endorsed by UKOM, the body with a mandate from the advertising industry to establish measurement standards for digital media. Comscore uses its unified digital measurement methodology which combines both panel and census measurement techniques to obtain fully unified digital audience measurement statistics.

- In October 2019 Comscore introduced improved collection and reporting of its mobile data. Effective with January 2020 data Comscore updated its universe estimates for its MMX-Platform products as part of its periodic enumeration updates. The changes may result in shifts in trend in the data which will vary by entity and platform.