



Facts & figures 2014

2013 CMR 2014 CMR

INTERNET

Average time spent per month browsing online on PCs or laptops	31 hours 24 minutes (March 2013)	36 hours 49 minutes (March 2014)
Number of UK fixed residential & SME broadband connections	21.7 million (December 2012)	22.6 million (December 2013)
Proportion of adults with broadband in the UK (fixed & mobile)	75% (Q1 2013)	77% (Q1 2014)
Market shares of fixed broadband providers in the UK	BT 30% Virgin Media 21% TalkTalk 17% Sky 19% EE 3% Others 10% (End of 2012)	BT 31% Virgin Media 20% TalkTalk 15% Sky 20% EE 3% Others 10% (End of 2013)
Superfast broadband take-up (excluding leased lines)	17.5% (Q1 2013)	26.7% (Q1 2014)
Superfast broadband connections	3.9 million (Q1 2013)	6.1 million (Q1 2014)
Availability of superfast broadband	73% (June 2013) (% of properties in a postcode with superfast broadband coverage)	78% (June 2014) (% of properties able to receive superfast broadband)
Average UK broadband speed	12.0Mbit/s (Nov 2012)	17.8Mbit/s (Nov 2013)
Proportion of adults who use social networking sites	45% (Q1 2013)	47% (Q1 2014)
Proportion of people who use their mobile handset to access the internet	49% (Q1 2013)	57% (Q1 2014)
Number of mobile broadband (dongles/PC datacard) subscriptions	5.1 million (end of 2012)	4.9 million (end of 2013)

TV

Proportion of UK homes with digital TV (source: BARB Establishment Survey)	96% (Q4 2012)	95% (Q4 2013)
Number of minutes of TV people aged 4+ watch each day	241 minutes / 4 hours 1 minute (2012 average)	232 minutes/ 3 hours 52 minutes (2013 average)

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LANDLINE/MOBILE PHONES

Number of UK residential fixed landlines	24.4 million (end of 2012)	25 million (end of 2013)
Number of fixed landlines in the UK (including ISDN channels)	33.2 million (end of 2012)	33.4 million (end of 2013)
Market shares of fixed line providers in the UK	BT 37.9% Virgin Media 12.4% Others 49.6% (End of 2012)	BT 37.6% Virgin Media 12.6% Others 49.8% (End of 2013)
Proportion of adults who personally own/use a mobile phone in the UK	92% (Q1 2013)	93% (Q1 2014)
Proportion of UK adults with a smartphone	51% (Q1 2013)	61% (Q1 2014)
Proportion of adults who live in a mobile-only home	15% (Q1 2013)	16% (Q1 2014)
Number of UK mobile subscriptions	83.4 million (Q4 2012)	83.1 million (Q4 2013)
Percentage of premises covered by outdoor 4G	n/a	73% (June 2014)
Number of active 4G mobile subscriptions	318,000 (Q1 2013)	>6 million (Q1 2014)
Average number of SMS and MMS sent per person per month	227 (2012)	170 (2013)

RADIO

Proportion of radio listeners with a DAB radio in their household	44% (Q1 2013)	48% (Q1 2014)
Proportion of listener hours through a digital platform (DAB, online, DTV)	34% (Q1 2013)	37% (Q1 2014)
Number of local radio stations on analogue (excluding community stations)	338 (May 2013)	337 (May 2014)
Number of national radio stations (analogue and DAB)	27 (May 2013)	25 (May 2014)

POST

Mail market revenue	£7.3 billion (2012)	£7.5 billion (2013)
Addressed mail volume	15.5 billion items (2012)	14.8 billion items (2013)
Approximate number of items of post received each week	8.5 (on average)	8.7 (on average)