



Facts & figures 2016

2015 CMR 2016 CMR

INTERNET

Average time spent per month browsing online on PCs or laptops	N/A – due to methodological changes between 2015 and 2016 data is not comparable	30 hours 42 minutes (March 2016)
Number of UK fixed residential & SME broadband lines	23.7 million (end 2014)	24.7 million (end 2015)
Proportion of adults with broadband in the UK (fixed & mobile)	80% (Q1 2015)	81% (Q1 2016)
Market shares of fixed broadband providers in the UK	BT 32% Virgin Media 20% TalkTalk 14% Sky 22% EE 4% Others 8% (End of 2014)	BT 32% Virgin Media 19% TalkTalk 13% Sky 23% EE 4% Others 8% (End of 2015)
Superfast fixed broadband take-up (excluding leased lines)	42% (end 2015)	N/A (no data until later this year)
Superfast fixed broadband lines	7.1 million (end of 2014)	9.2 million (end of 2015)
Average UK broadband speed	28.9Mbit/s (Nov 2015)	N/A (no data until later this year)
Proportion of online adults who use social networking sites	72% (2014)	73% (2015)
Proportion of people who use their mobile handset to access the internet	61% (Q1 2015)	66% (Q1 2016)

TV

Proportion of UK homes with a working TV (source: BARB Establishment Survey)	93% (Q4 2014)	95% (Q4 2015) (Note: there was a methodology change in Q4 2015)
Number of minutes of TV people aged 4+ watch each day	220 minutes/ 3 hours 40 minutes (2014 average)	216 minutes / 3 hours and 36 minutes (2015 average)

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LANDLINE/MOBILE PHONES

Number of UK residential fixed landlines	25.5 million (end of 2014)	25.6 million (end of 2015)
Number of fixed landlines in the UK (including ISDN channels)	33.2 million (end of 2014)	33.2 million (end of 2015)
Market shares of fixed line providers in the UK	BT 37% Virgin Media 13% Others 50% (End of 2014)	BT 37% Virgin Media 13% Others 50% (End of 2015)
Proportion of adults who personally own/use a mobile phone in the UK	93% (Q1 2015)	93% (Q1 2016)
Proportion of UK adults with a smartphone	66% (Q1 2015)	71% (Q1 2016)
Proportion of adults who live in a mobile-only home	15% (Q1 2015)	14% (Q1 2016)
Number of UK mobile subscriptions (including M2M)	89.9 million (end of 2014)	91.5 million (end of 2015)
Number of 4G mobile subscriptions	23.6 million (end of 2014)	39.5 million (end of 2015)
Average number of SMS and MMS sent per mobile handset subscription per month	116 (2014)	107 (2015)

RADIO

Proportion of radio listeners with a DAB radio in their household	49% (Q1 2015)	55.7% (Q1 2016)
Proportion of listener hours through a digital platform (DAB, online, DTV)	40% (Q1 2015)	44.1% (Q1 2016)
Number of radio stations on analogue (excluding community stations)	340 (May 2015)	337 (May 2016)
Number of national radio stations (analogue and DAB)	25 (May 2015)	41 (May 2016)

POST

Addressed letter revenue	£4.3 billion (2014)	£4.2 billion (2015)
Addressed letter volume	12.7 billion items (2014)	12.2 billion items (2015)