Effects of Covid-19 on online consumption in the UK

Source: Comscore MMX Multi-Platform
Published: January 2021
Time spent online per day increased as UK went into a second lockdown in November 2020

Average time spent online by adult unique visitors per day November 2019 – November 2020 (hours:minutes): by age

Source: Comscore MMX Multi-Platform, Total Internet, Age: 18+, Nov 2019 - Nov 2020, UK
Take-up of the NHS Covid-19 mobile app contributed to an increase in visits to NHS sites since September 2020

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

*Adults aged 18+ -

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Nov 2020, UK.
Note: *Custom list of entities defined by Ofcom.
Visits to the COVID app decreased by 1.5 million adults in November 2020 compared to October 2020

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

Source: Comscore MMX Multi-Platform, Ages: 18+, Sep to Nov 2020, UK
Note: NHS Sites data based on panel only. NHS Covid-19 app based on smartphone panel only data
Press release: NHS COVID-19 app has been downloaded over 10 million times
After four months of steady increase, the number of adults visiting gov.uk sites fell slightly in November.

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

*Adults aged 18+ -*

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Nov 2020, UK
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 – November 2020
Adults aged 18+

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Source: Comscore MMX Multi-Platform, News/Information, Age: 18+, Jan - Nov 2020, UK
Note: *Custom list of entities defined by Ofcom.
76% of online adults visited Dailymail.co.uk in November 2020

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

Adults aged 18+

Source: Comscore MMX Multi-Platform, Age: 18+, Jan 2020 – Nov 2020, UK
Note: BBC News data not available. Robust data for Telegraph not available for June 2020 - July 2020
Note: *Custom list of entities defined by Ofcom.
Apple’s news app had 2.9 million more adult visitors in November 2020 than in November 2019

Digital audience adult reach to selected news aggregator sites and apps: November 2019 – November 2020

Source: Comscore MMX Multi-Platform, Age: 18+, Nov 2019– Nov 2020, UK

Note: *Custom list of entities defined by Ofcom.
Reach of social media sites and apps appears to have stabilised in the UK over the last few months

Digital audience adult reach of selected social media sites and apps: January – November 2020
*Adults aged 18+ -

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

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

Adulst aged 18+ -

Source: Comscore MMX Multi-Platform, Social Media, Age: 18+, Jan – Nov 2020, UK

Note: *Custom list of entities defined by Ofcom.
Adult reach of Microsoft Teams and Zoom continues to increase

Digital audience adult reach of selected video communication sites and apps* January – November 2020

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

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

Adults aged 18+ -

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

Note: *Custom list of entities defined by Ofcom.
Spotify site and app reached over 20 million UK adults in November 2020 - 44% of online adults

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

Adults aged 18+ -

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

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 28 mins per day on the service in November 2020

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

Adults aged 18+

Source: Comscore MMX Multi-Platform, Age: 18+, Jan – Nov 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 around 60% between January and November 2020

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

Adults aged 18+ -

Source: Comscore MMX Multi-Platform, Age: 18+, Jan - Nov 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.