

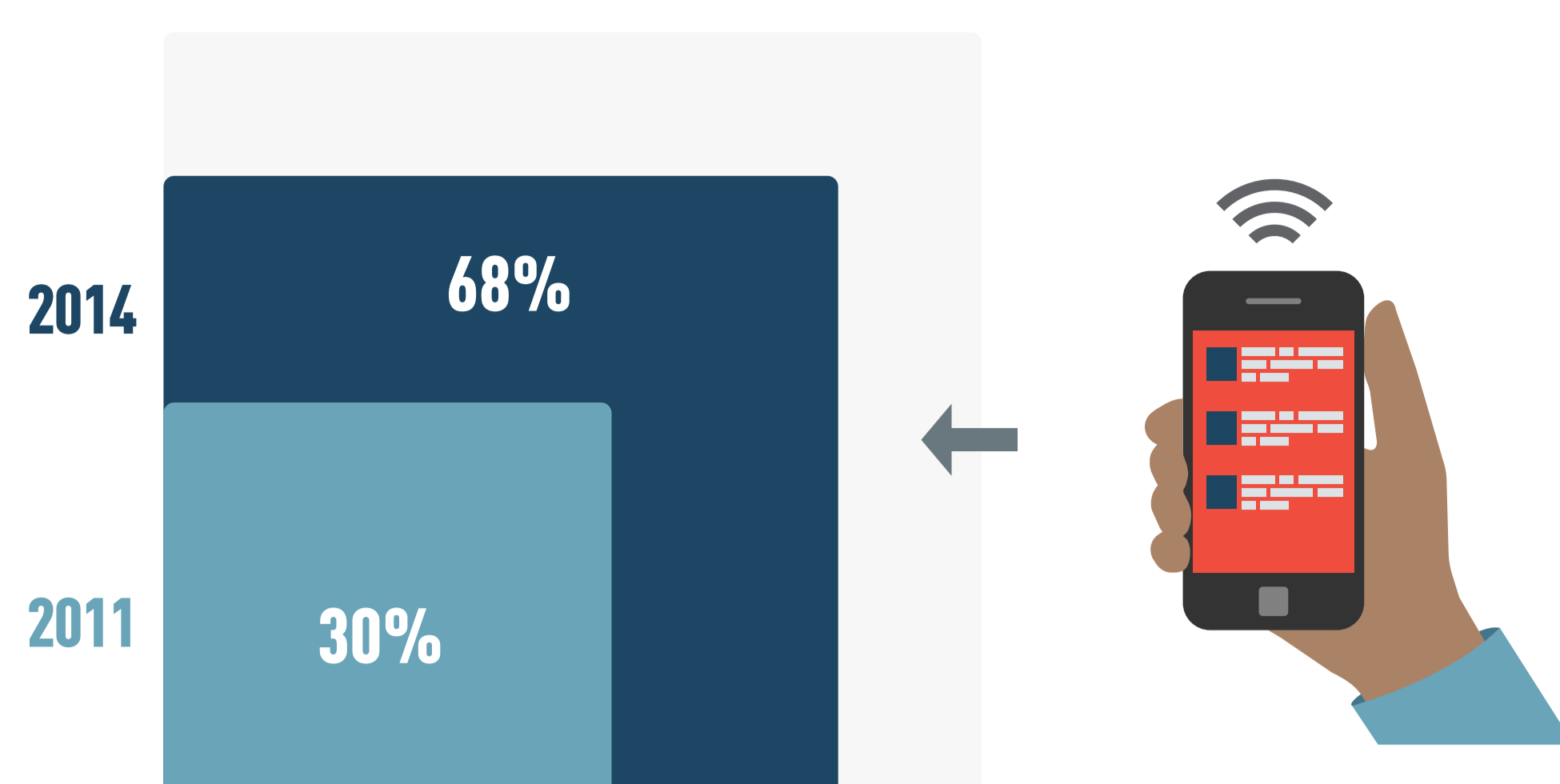
THE UK'S CONNECTED CONSUMERS

ARE YOU MAKING THE MOST OF YOUR CUSTOMERS?

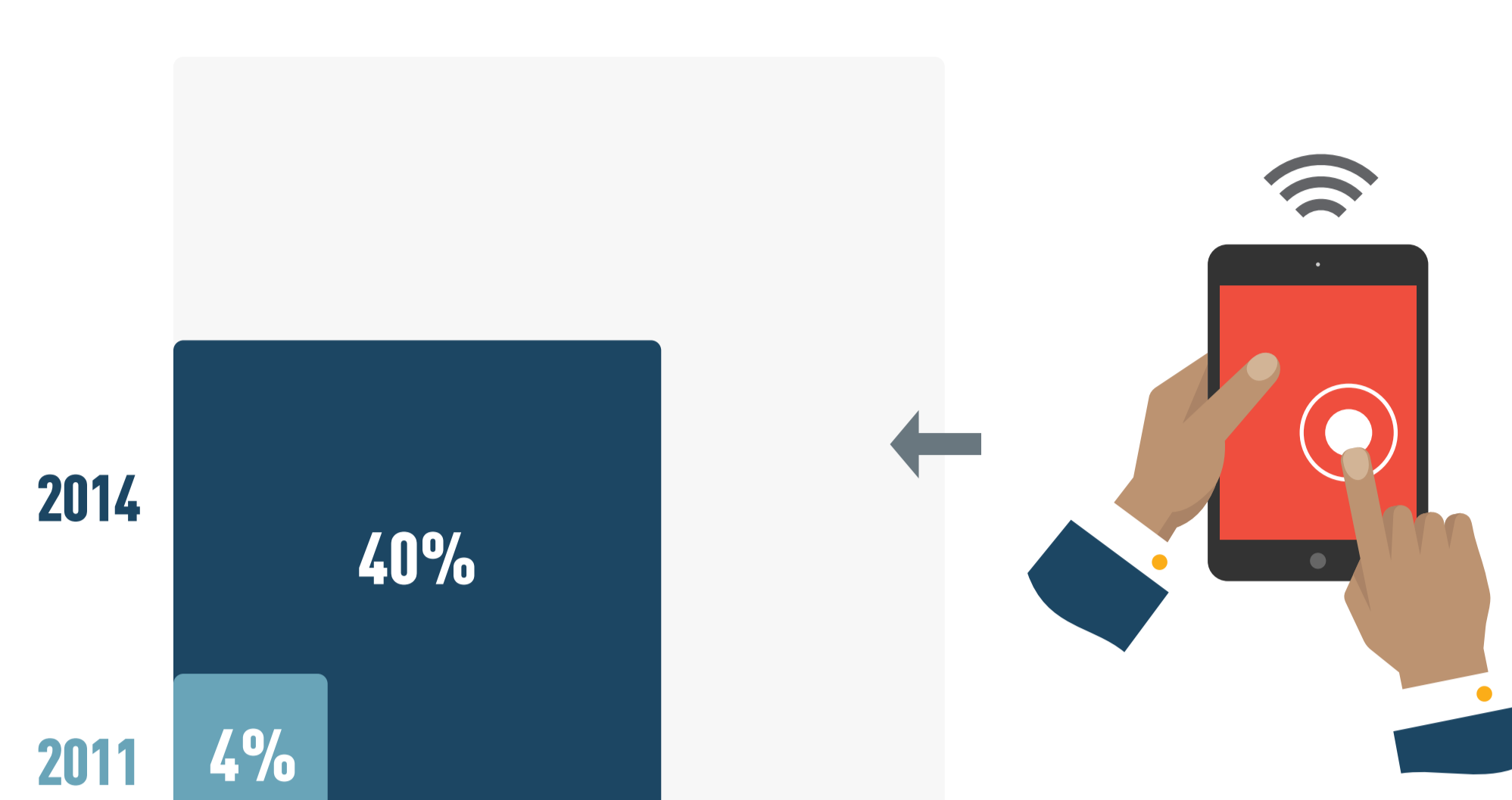


HOW PEOPLE ACCESS THE INTERNET IS CHANGING

Smartphone users in the UK

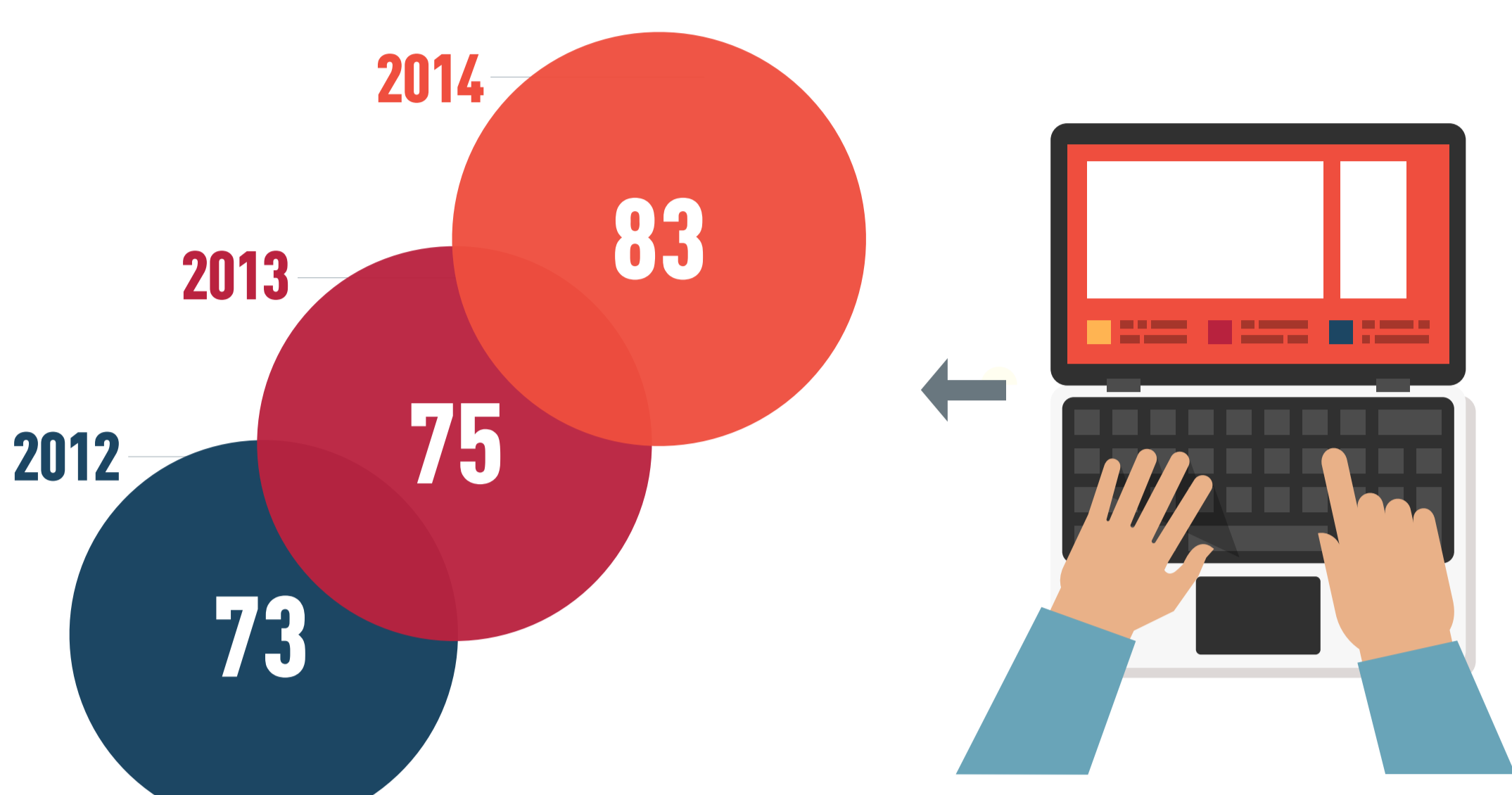


Tablet users in the UK



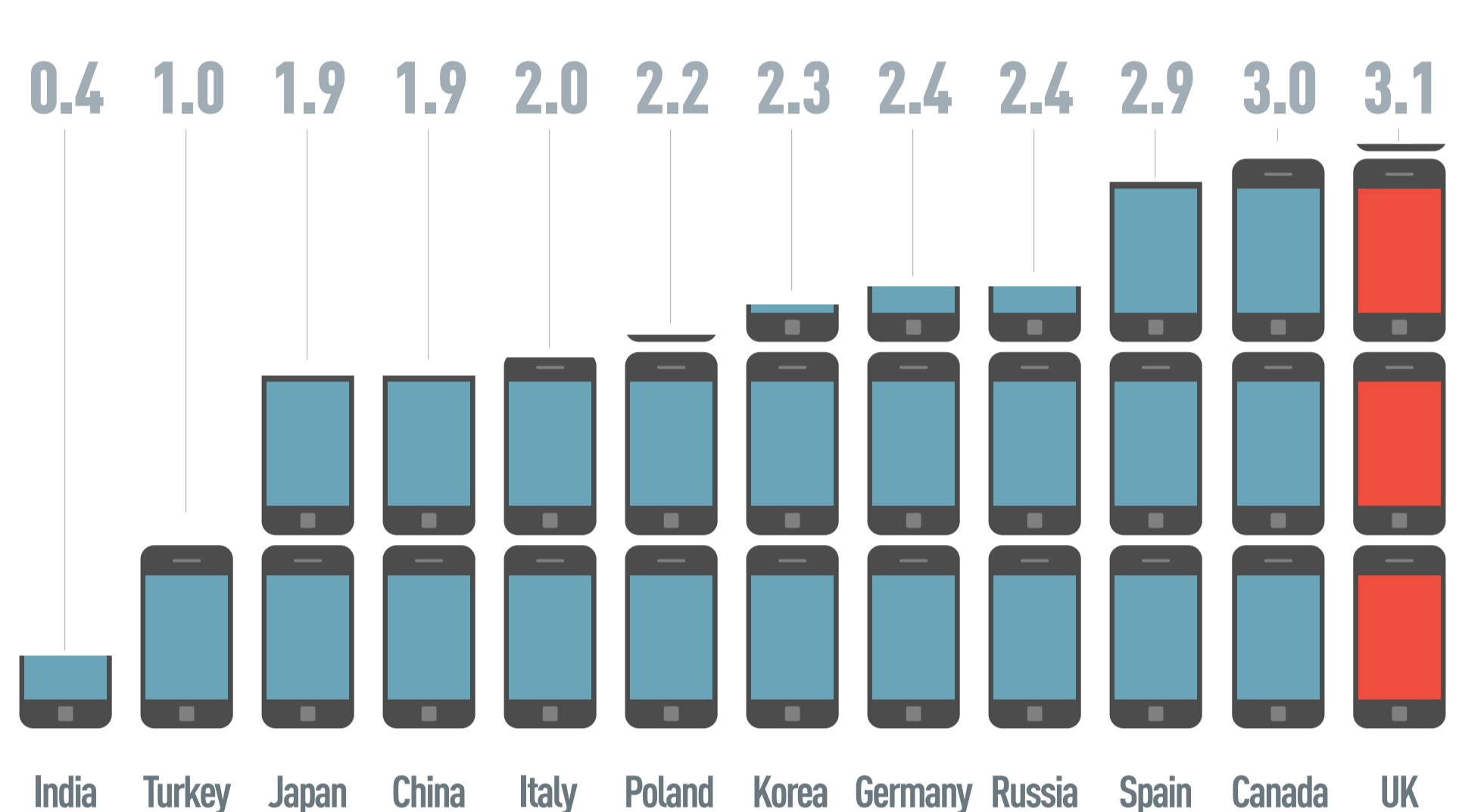
MORE AND MORE PEOPLE IN THE UK ARE ONLINE

Percentage of users online



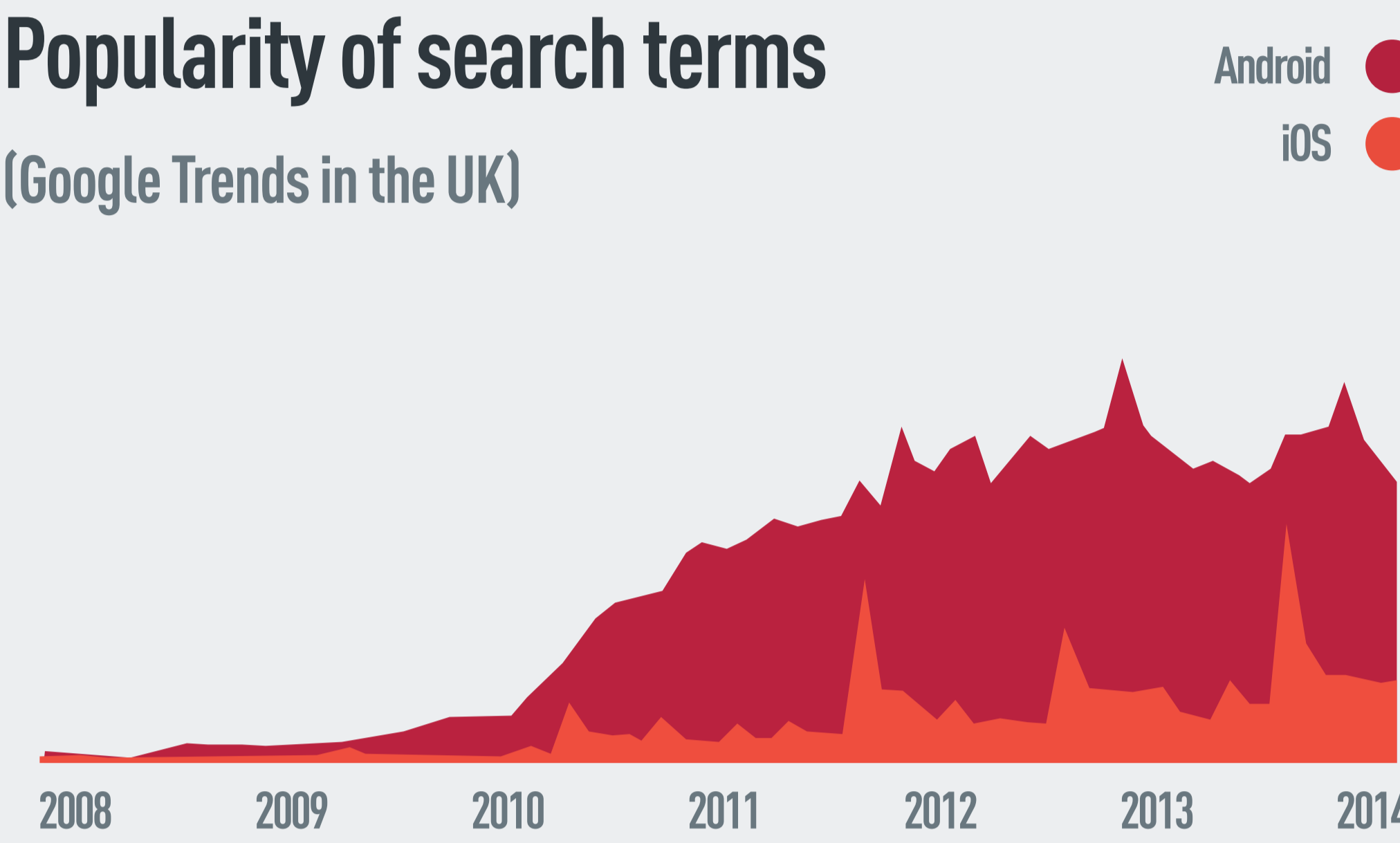
THE UK IS ONE OF THE TOP MULTISCREENING NATIONS

Number of devices per household

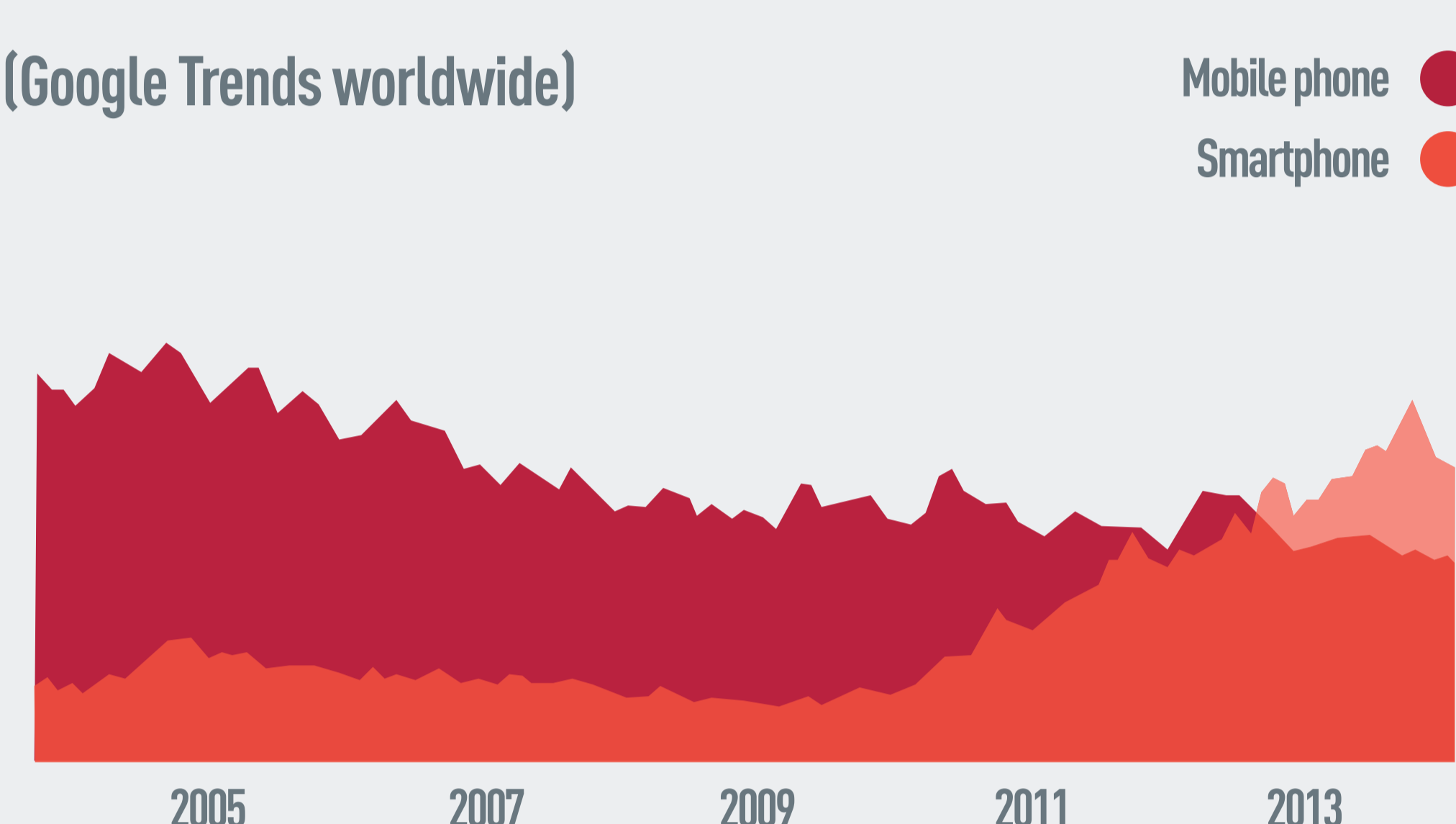


Popularity of search terms

(Google Trends in the UK)

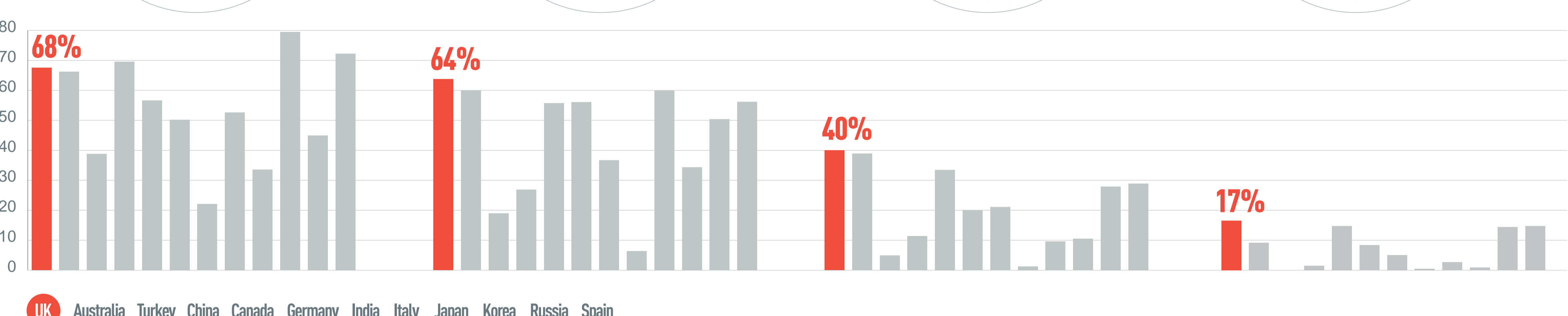
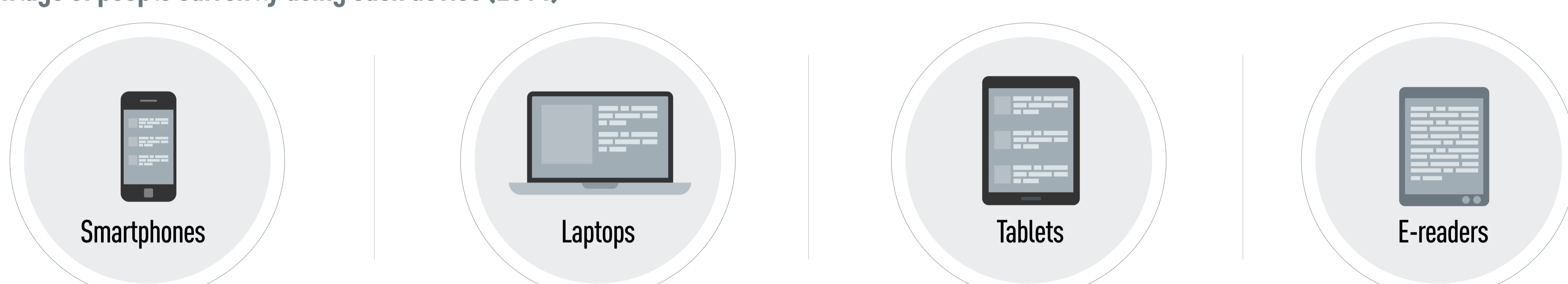


(Google Trends worldwide)



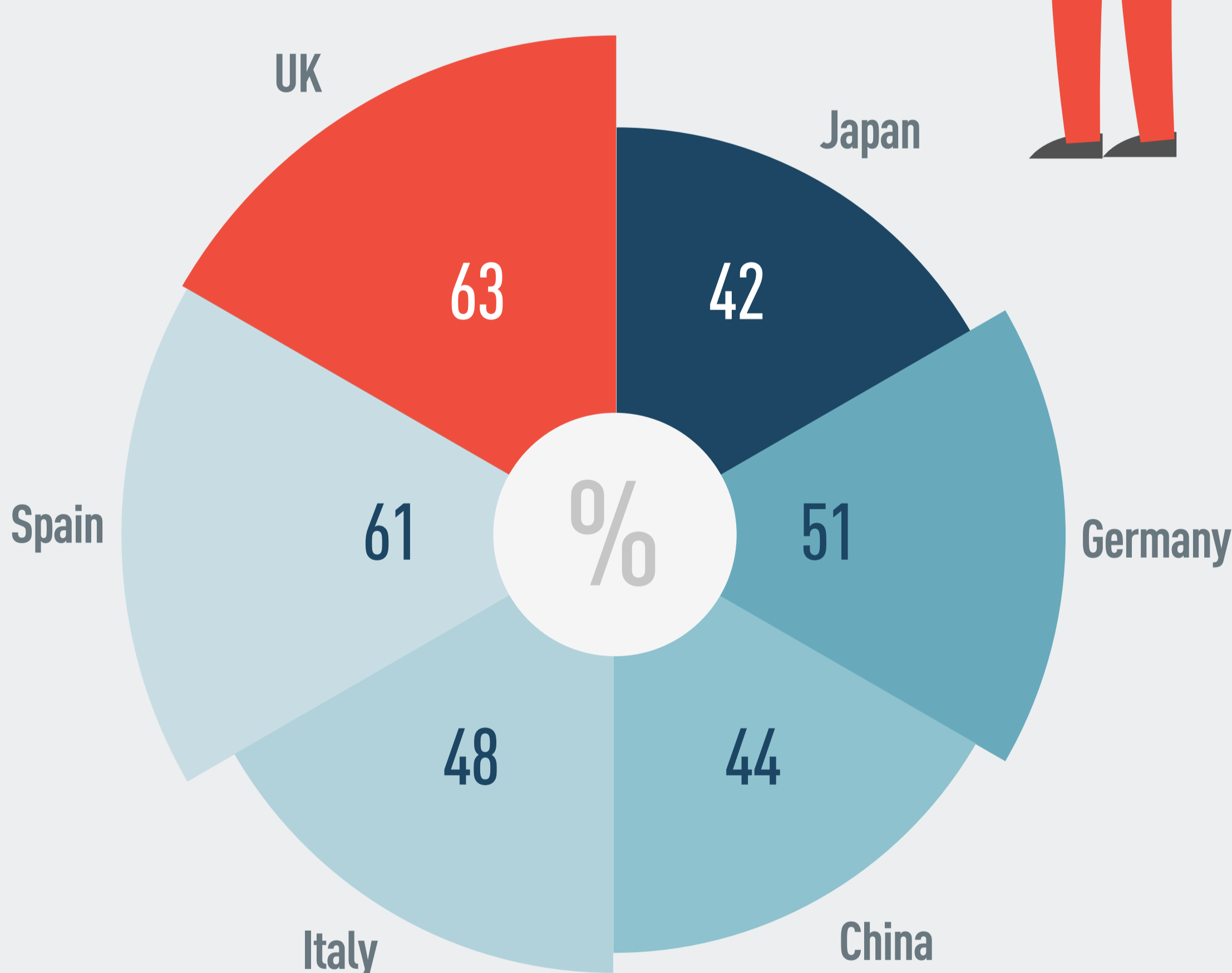
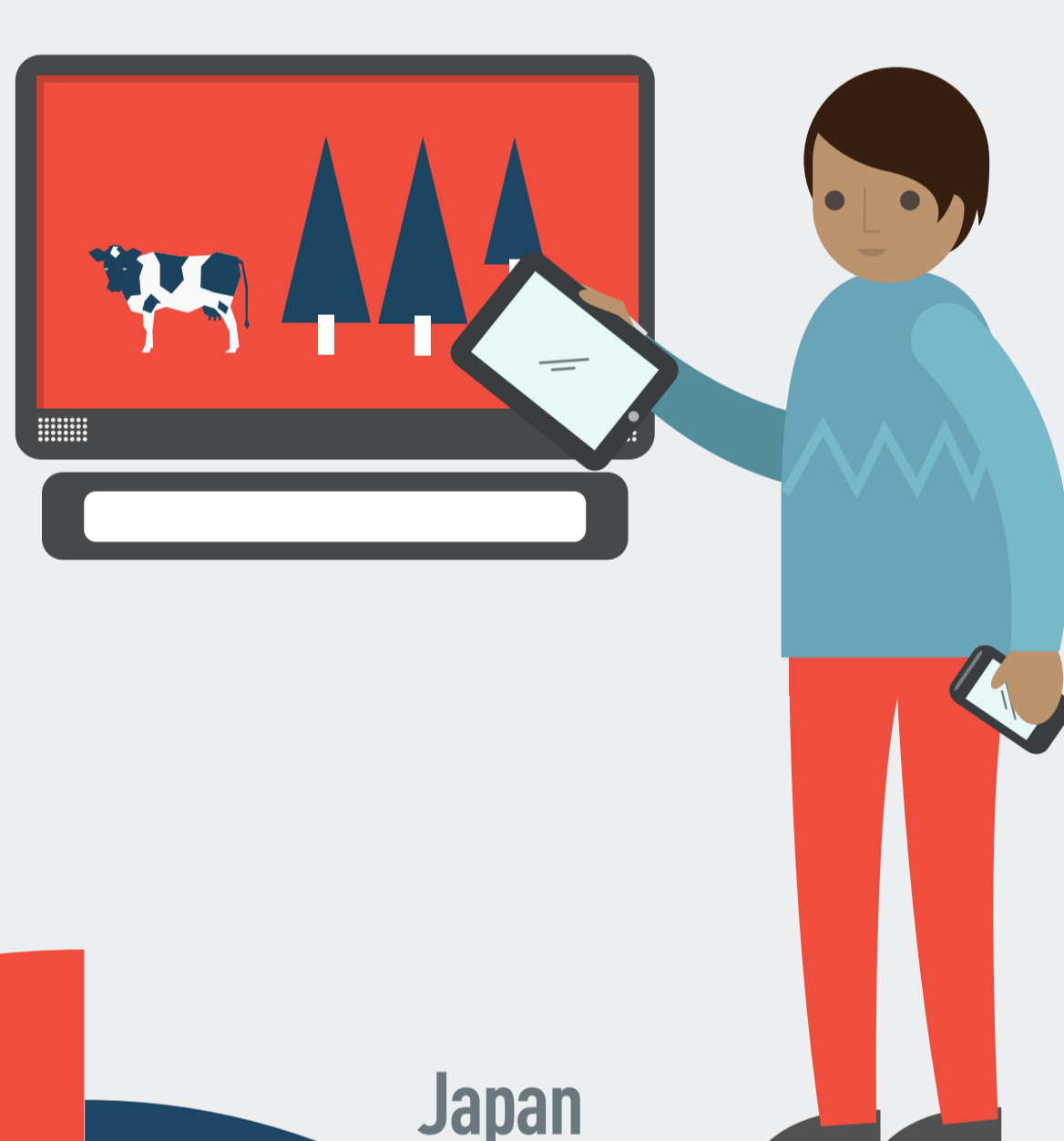
THE UK LOVES PORTABLE AND MOBILE DEVICES

Percentage of people currently using each device (2014)



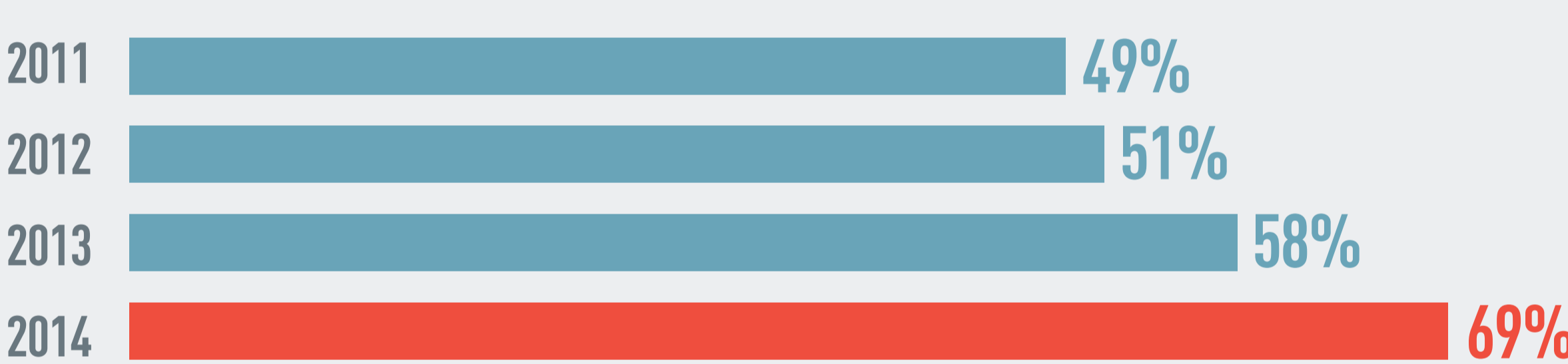
PEOPLE IN THE UK USE THEIR DEVICES SIMULTANEOUSLY

Percentage of people who have used their TV and internet in parallel per month



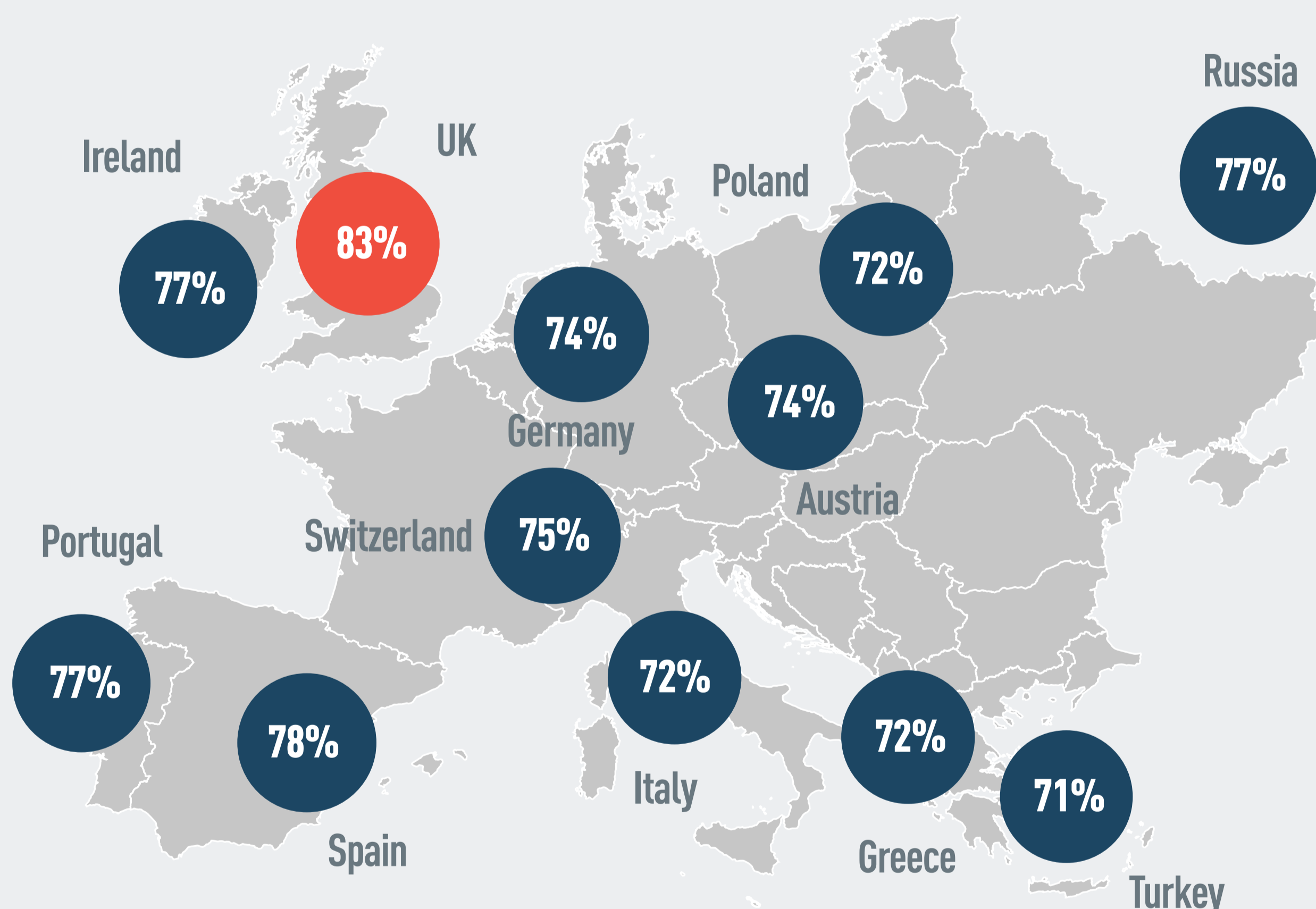
THEY USE THESE DEVICES TO GO ONLINE EVERY DAY:

Percentage of people using smartphone to go online daily



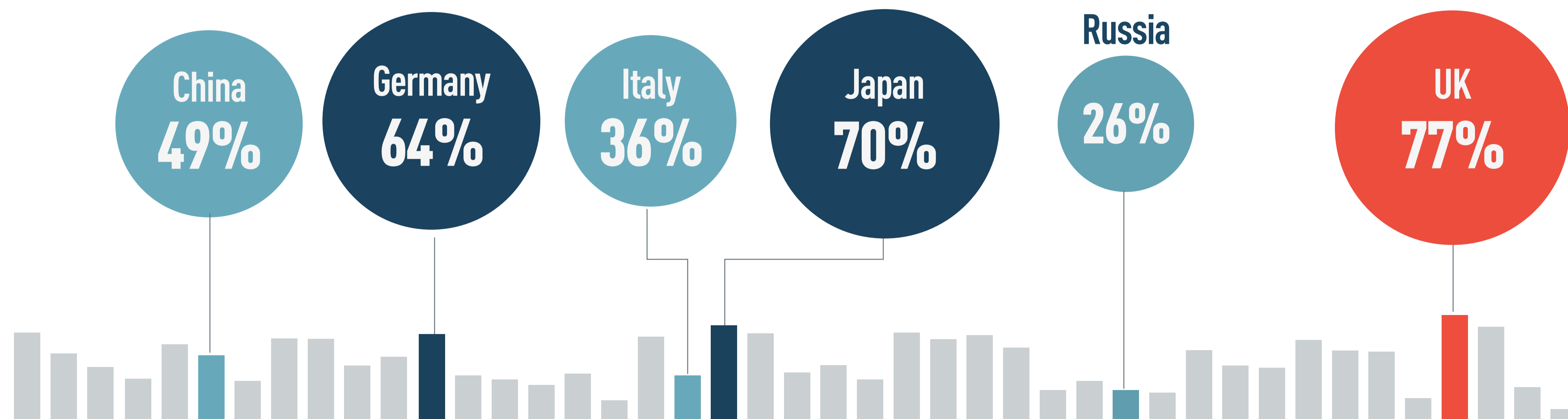
THEY GO ONLINE MORE THAN THEIR EUROPEAN NEIGHBOURS

Percentage of people on the internet every day for personal use



AND WHEN IT COMES TO BUYING ONLINE, THE UK IS THE GLOBAL NUMBER 1

Percentage of people who purchase things online at least once a month



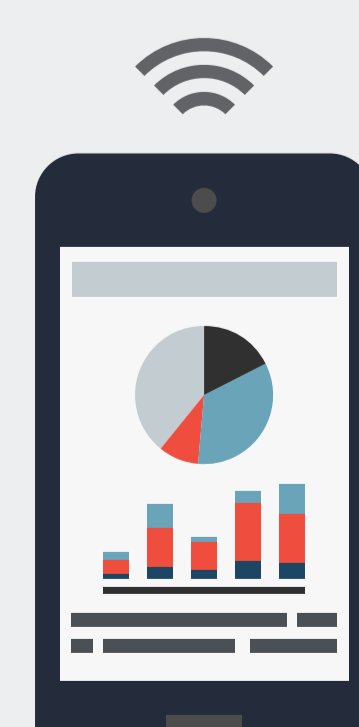
ARE YOU MAKING THE MOST OF THE CONNECTED CONSUMER?



Do you have a website that works across devices?



Are you helping people throughout the purchase journey?



Do you have a complementary mobile app?



Are you advertising on every screen?

To find out more about how Google products can connect you with your consumers, go to: www.google.co.uk/think

Sources: TNS/Google Global Connected Consumer Study 2014

