

# THE CONSUMER BAROMETER

Google

Brits don't just 'go online'  
– they live online

**92%** of people in UK  
use a mobile or  
smartphone<sup>1</sup>

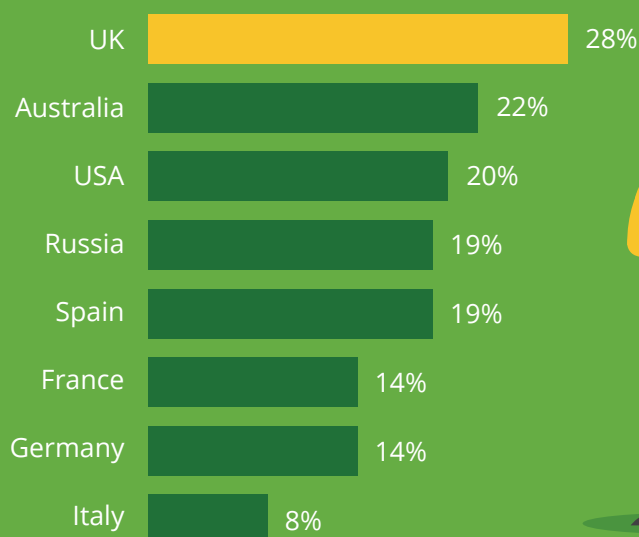
The internet is at the heart of everything we do – whether we're working, socialising, shopping or relaxing. Stay on top of the latest digital trends with the Consumer Barometer, Google's global interactive tool.

[www.consumerbarometer.com](http://www.consumerbarometer.com)



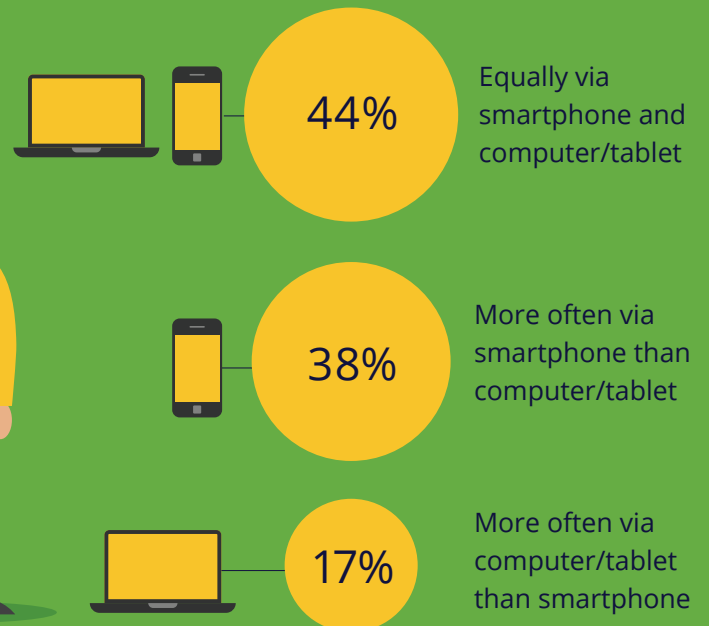
## UK is one of the most connected countries in the world

People use **five** or more connected devices<sup>1</sup>



In fact, people use their smartphones as much as desktops. This is particularly true of younger users.<sup>2</sup>

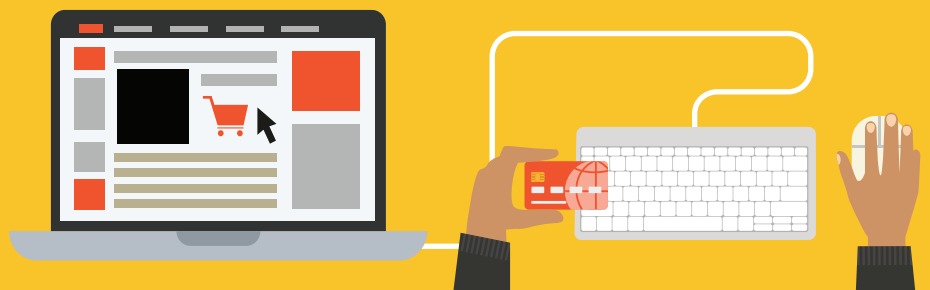
Devices used to go online (for under 35s)



The internet was used in

**64%**

of recent purchase journeys<sup>3</sup>



## Now the Brits are more connected, they're more reliant on the internet to shop

This helps to inform their decisions when they shop locally.<sup>4</sup>

And when they shop internationally.<sup>5</sup>

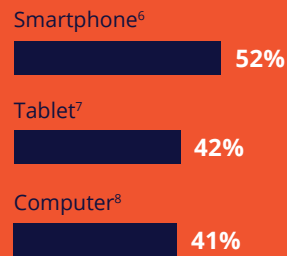
Which information did people look for?

Why do people purchase online from foreign countries?

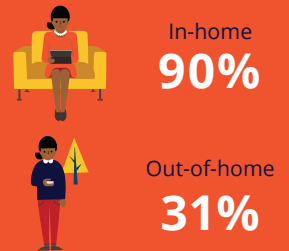


## 'Living online' has also changed viewing behaviour in the UK

People watch online videos once a week or more on a:

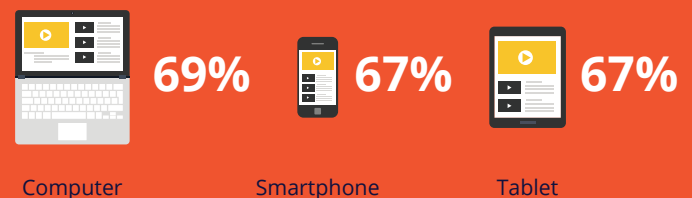


It also means that people can watch online video in or out-of-home.<sup>9</sup>



They are highly focused on the videos, regardless of the device they are using.<sup>10</sup>

I was fully or mainly focused on the videos I watched this week.



## Are you winning the moments that matter?

Are you giving local shoppers what they need?



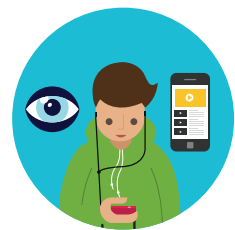
38% of British consumers use a smartphone to find local information. Is your site optimised for mobile?<sup>4</sup>

Are you thinking internationally?



42% of global consumers say that translation is a hurdle when buying online from foreign countries. Are you doing everything you can to attract and accommodate foreign customers?<sup>11</sup>

Are you taking the opportunity to connect with a highly engaged audience?



64% of UK internet users watch online videos at least weekly – rising to 89% among under 35s. Are you present when your customers are watching?<sup>2</sup>

### About

The Consumer Barometer is a free, online global consumer insights tool developed by Google, in partnership with TNS Infratest. It covers 56 countries globally.

**Discover more insights and build your own charts at**  
**[www.consumerbarometer.com](http://www.consumerbarometer.com)**

### Sources

All data is from Google Consumer Barometer, 2014/2015. Visit [www.consumerbarometer.com](http://www.consumerbarometer.com)

1. Base: Total online and offline population
2. Base: Internet users (accessing via computer, tablet or smartphone)
3. Base: Internet users (accessing via computer, tablet or smartphone) | Answering based on a recent purchase (in select categories)
4. Base: Internet users (accessing via computer, tablet or smartphone) | Searched for information about local business(es) in the past month
5. Base: Internet users (accessing via computer, tablet or smartphone) | Ever purchased a product / service online from abroad

6. Base: Internet users (accessing via smartphone)
7. Base: Internet users (accessing via tablet)
8. Base: Internet users (accessing via computer)
9. Base: Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week
10. Base: Internet users (accessing via computer, tablet or smartphone) | Watched online video in the past week | Answering based on a recent online video session
11. Base: Internet users (accessing via computer, tablet or smartphone). Numbers correct at 26 May 2015, all countries included, except UAE and Saudi Arabia.