



# Consumer Barometer Study 2017

## The Year of the Mobile Majority

As reported mobile internet usage crosses 50%<sup>2</sup> for the first time in all 63 countries covered by the Consumer Barometer Study<sup>1</sup>, we look at how this shift in behaviour is influencing online activity, digital skills and the adoption of new technologies and services.

### 2017 internet access via smartphone

Base: online population 16 years and older

Argentina (AR)	86%
Australia (AU)	78%
Austria (AT)	77%
Belgium (BE)	63%
Brazil (BR)	82%
Bulgaria (BG)	68%
Canada (CA)	67%
Chile (CL)	82%
China (CN)	90%
Colombia (CO)	83%
Croatia (HR)	80%
Czech Republic (CZ)	61%
Denmark (DK)	79%
Egypt (EG)	79%
Estonia (EE)	68%
Finland (FI)	75%
France (FR)	67%
Germany (DE)	73%
Greece (GR)	67%
Hong Kong (HK)	91%
Hungary (HU)	67%

## 2017 internet access via smartphone

Base: online population 16 years and older

<b>India (IN)</b>	81%
<b>Indonesia (ID)</b>	85%
<b>Ireland (IE)</b>	76%
<b>Israel (IL)</b>	83%
<b>Italy (IT)</b>	83%
<b>Japan (JP)</b>	73%
<b>Kazakhstan (KZ)</b>	72%
<b>Kenya (KE)</b>	63%
<b>Korea (KR)</b>	93%
<b>Latvia (LV)</b>	63%
<b>Lithuania (LT)</b>	66%
<b>Malaysia (MY)</b>	84%
<b>Mexico (MX)</b>	71%
<b>Morocco (MA)</b>	71%
<b>Netherlands (NL)</b>	81%
<b>New Zealand (NZ)</b>	78%
<b>Nigeria (NG)</b>	71%
<b>Norway (NO)</b>	82%
<b>Pakistan (PK)</b>	76%
<b>Peru (PE)</b>	72%
<b>Philippines (PH)</b>	69%
<b>Poland (PL)</b>	66%
<b>Portugal (PT)</b>	74%
<b>Romania (RO)</b>	73%
<b>Russia (RU)</b>	66%
<b>Saudi Arabia / KSA (SA)</b>	98%
<b>Serbia (RS)</b>	68%
<b>Singapore (SG)</b>	91%
<b>Slovakia (SK)</b>	59%
<b>Slovenia (SI)</b>	74%
<b>South Africa (ZA)</b>	74%

## 2017 internet access via smartphone

Base: online population 16 years and older

<b>Spain (ES)</b>	91%
<b>Sweden (SE)</b>	83%
<b>Switzerland (CH)</b>	75%
<b>Taiwan (TW)</b>	93%
<b>Thailand (TH)</b>	94%
<b>Turkey (TR)</b>	87%
<b>UAE (AE)</b>	94%
<b>UK (UK)</b>	72%
<b>Ukraine (UA)</b>	51%
<b>USA (US)</b>	73%
<b>Vietnam (VN)</b>	86%

Source: Google/TNS, Consumer Barometer Study, 2017

<sup>1</sup> Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Kazakhstan, Kenya, South Korea, Latvia, Lithuania, Malaysia, Morocco, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Peru, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, UK, Ukraine, USA, Vietnam

<sup>2</sup> Total online population 16 years and older



## DAILY INTERNET USAGE IN

## SMARTPHONE USAGE IN

## SMARTPHONE INTERNET USAGE IN

	2013	2017	2013	2017	2013	2017
	BASE: ONLINE POPULATION 16 YEARS AND OLDER		BASE: TOTAL POPULATION 16 YEARS AND OLDER		BASE: ONLINE POPULATION 16 YEARS AND OLDER	
Argentina (AR)	72%	88%	31%	73%	35%	86%
Australia (AU)	82%	93%	65%	87%	58%	80%
Austria (AT)	70%	82%	48%	75%	44%	78%
Belgium (BE)	74%	85%	34%	71%	29%	65%
Brazil (BR)	61%	85%	26%	67%	29%	84%
Bulgaria (BG)	77%	85%	28%	55%	29%	68%
Canada (CA)	84%	89%	56%	76%	52%	69%
China (CN)	71%	83%	47%	83%	59%	91%
Colombia (CO)	74%	88%	44%	75%	42%	84%
Croatia (HR)	81%	88%	39%	68%	42%	82%
Czech Republic (CZ)	68%	80%	42%	65%	30%	62%
Denmark (DK)	87%	92%	59%	82%	60%	82%
Egypt (EG)	54%	81%	18%	47%	27%	79%
Estonia (EE)	77%	82%	38%	65%	35%	69%
Finland (FI)	77%	87%	45%	79%	46%	77%
France (FR)	82%	91%	42%	71%	38%	68%
Germany (DE)	73%	87%	40%	75%	39%	76%
Greece (GR)	73%	87%	33%	66%	33%	68%
Hong Kong (HK)	81%	95%	63%	83%	73%	91%
Hungary (HU)	79%	89%	34%	65%	31%	67%
India (IN)	36%	61%	13%	40%	39%	84%
Indonesia (ID)	49%	79%	14%	60%	37%	86%
Ireland (IE)	81%	85%	57%	81%	53%	77%
Israel (IL)	83%	93%	57%	79%	57%	83%
Italy (IT)	76%	88%	41%	76%	37%	84%
Japan (JP)	90%	91%	25%	64%	26%	73%
Korea (KR)	89%	93%	73%	92%	86%	94%
Latvia (LV)	78%	84%	34%	60%	34%	64%
Lithuania (LT)	75%	85%	35%	64%	33%	68%



## DAILY INTERNET USAGE IN

## SMARTPHONE USAGE IN

## SMARTPHONE INTERNET USAGE IN

	2013	2017	2013	2017	2013	2017
	BASE: ONLINE POPULATION 16 YEARS AND OLDER		BASE: TOTAL POPULATION 16 YEARS AND OLDER		BASE: ONLINE POPULATION 16 YEARS AND OLDER	
Malaysia (MY)	63%	83%	35%	88%	45%	84%
Mexico (MX)	70%	78%	37%	72%	48%	72%
Netherlands (NL)	81%	94%	52%	87%	49%	82%
New Zealand (NZ)	83%	95%	54%	81%	44%	78%
Norway (NO)	87%	93%	68%	88%	65%	84%
Philippines (PH)	48%	58%	39%	65%	36%	72%
Poland (PL)	74%	82%	35%	70%	29%	67%
Portugal (PT)	71%	85%	32%	67%	31%	75%
Romania (RO)	73%	85%	28%	60%	30%	74%
Saudi Arabia / KSA (SA)	77%	88%	73%	96%	75%	98%
Serbia (RS)	83%	84%	23%	63%	29%	69%
Singapore (SG)	80%	93%	72%	91%	78%	92%
Slovakia (SK)	73%	80%	46%	70%	37%	60%
Slovenia (SI)	79%	89%	42%	70%	38%	75%
South Africa (ZA)	36%	65%	40%	60%	72%	79%
Spain (ES)	78%	92%	55%	87%	60%	92%
Sweden (SE)	84%	91%	63%	88%	60%	85%
Switzerland (CH)	74%	86%	54%	79%	52%	78%
Taiwan (TW)	75%	95%	51%	81%	54%	93%
Thailand (TH)	72%	90%	31%	71%	54%	95%
Turkey (TR)	74%	84%	30%	77%	35%	87%
UAE (AE)	83%	93%	74%	96%	62%	94%
United Kingdom (UK)	77%	90%	62%	77%	61%	73%
Ukraine (UA)	73%	72%	14%	41%	15%	51%
USA (US)	80%	86%	56%	78%	59%	74%
Vietnam (VN)	77%	94%	20%	72%	35%	86%



**% WHO USE SOCIAL  
ON MOBILE**



**% WHO USE SEARCH  
ON MOBILE**



**% WHO WATCH ONLINE  
VIDEO ON MOBILE**

**ONLINE POPULATION 16 YEARS AND OLDER**

	<b>% WHO USE SOCIAL ON MOBILE</b>	<b>% WHO USE SEARCH ON MOBILE</b>	<b>% WHO WATCH ONLINE VIDEO ON MOBILE</b>
<b>Argentina (AR)</b>	78%	69%	68%
<b>Australia (AU)</b>	64%	71%	53%
<b>Austria (AT)</b>	47%	69%	49%
<b>Belgium (BE)</b>	48%	53%	37%
<b>Brazil (BR)</b>	74%	63%	66%
<b>Bulgaria (BG)</b>	59%	56%	51%
<b>Canada (CA)</b>	53%	63%	50%
<b>Chile (CL)</b>	76%	67%	67%
<b>China (CN)</b>	75%	77%	70%
<b>Colombia (CO)</b>	79%	70%	75%
<b>Croatia (HR)</b>	59%	74%	62%
<b>Czech Republic (CZ)</b>	43%	56%	36%
<b>Denmark (DK)</b>	65%	71%	55%
<b>Egypt (EG)</b>	77%	65%	72%
<b>Estonia (EE)</b>	52%	60%	49%
<b>Finland (FI)</b>	54%	67%	50%
<b>France (FR)</b>	48%	62%	44%
<b>Germany (DE)</b>	40%	64%	41%
<b>Greece (GR)</b>	54%	52%	51%
<b>Hong Kong (HK)</b>	80%	73%	67%
<b>Hungary (HU)</b>	57%	58%	49%
<b>India (IN)</b>	71%	64%	66%
<b>Indonesia (ID)</b>	80%	57%	56%
<b>Ireland (IE)</b>	59%	68%	53%
<b>Israel (IL)</b>	63%	73%	62%
<b>Italy (IT)</b>	64%	74%	58%
<b>Japan (JP)</b>	61%	65%	46%
<b>Kazakhstan (KZ)</b>	60%	55%	59%
<b>Kenya (KE)</b>	59%	50%	39%



**% WHO USE SOCIAL  
ON MOBILE**



**% WHO USE SEARCH  
ON MOBILE**



**% WHO WATCH ONLINE  
VIDEO ON MOBILE**

**ONLINE POPULATION 16 YEARS AND OLDER**

<b>Korea (KR)</b>	71%	87%	56%
<b>Latvia (LV)</b>	49%	50%	46%
<b>Lithuania (LT)</b>	53%	59%	51%
<b>Malaysia (MY)</b>	80%	62%	72%
<b>Mexico (MX)</b>	65%	51%	57%
<b>Morocco (MA)</b>	62%	47%	65%
<b>Netherlands (NL)</b>	58%	65%	48%
<b>New Zealand (NZ)</b>	63%	70%	53%
<b>Nigeria (NG)</b>	67%	56%	35%
<b>Norway (NO)</b>	71%	72%	58%
<b>Pakistan (PK)</b>	61%	39%	45%
<b>Peru (PE)</b>	69%	63%	65%
<b>Philippines (PH)</b>	68%	44%	56%
<b>Poland (PL)</b>	44%	62%	53%
<b>Portugal (PT)</b>	66%	61%	51%
<b>Romania (RO)</b>	65%	67%	57%
<b>Russia (RU)</b>	53%	61%	48%
<b>Saudi Arabia / KSA (SA)</b>	96%	84%	92%
<b>Serbia (RS)</b>	55%	63%	59%
<b>Singapore (SG)</b>	76%	81%	74%
<b>Slovakia (SK)</b>	43%	50%	38%
<b>Slovenia (SI)</b>	54%	69%	55%
<b>South Africa (ZA)</b>	66%	53%	25%
<b>Spain (ES)</b>	68%	79%	64%
<b>Sweden (SE)</b>	68%	77%	59%
<b>Switzerland (CH)</b>	49%	70%	52%
<b>Taiwan (TW)</b>	79%	80%	72%
<b>Thailand (TH)</b>	92%	61%	87%
<b>Turkey (TR)</b>	85%	82%	82%



**% WHO USE SOCIAL  
ON MOBILE**



**% WHO USE SEARCH  
ON MOBILE**



**% WHO WATCH ONLINE  
VIDEO ON MOBILE**

**ONLINE POPULATION 16 YEARS AND OLDER**

<b>UAE (AE)</b>	91%	83%	88%
<b>United Kingdom (UK)</b>	56%	65%	46%
<b>Ukraine (UA)</b>	45%	47%	41%
<b>USA (US)</b>	62%	66%	55%
<b>Vietnam (VN)</b>	80%	72%	81%



**NUMBER OF CONNECTED  
DEVICES IN 2013****NUMBER OF CONNECTED  
DEVICES IN 2017**

<b>Argentina (AR)</b>	1,0	2,0
<b>Australia (AU)</b>	3,3	3,9
<b>Austria (AT)</b>	2,5	3,1
<b>Belgium (BE)</b>	2,2	2,9
<b>Brazil (BR)</b>	1,1	2,1
<b>Bulgaria (BG)</b>	1,7	2,4
<b>Canada (CA)</b>	2,9	3,6
<b>China (CN)</b>	1,4	2,4
<b>Colombia (CO)</b>	1,9	2,5
<b>Croatia (HR)</b>	2,0	2,6
<b>Czech Republic (CZ)</b>	2,5	2,7
<b>Denmark (DK)</b>	2,8	3,7
<b>Egypt (EG)</b>	0,7	1,2
<b>Estonia (EE)</b>	2,1	2,4
<b>Finland (FI)</b>	2,5	3,3
<b>France (FR)</b>	2,3	3,0
<b>Germany (DE)</b>	2,2	2,9
<b>Greece (GR)</b>	1,7	2,3
<b>Hong Kong (HK)</b>	2,5	2,9
<b>Hungary (HU)</b>	1,7	2,5
<b>India (IN)</b>	0,3	1,0
<b>Indonesia (ID)</b>	0,3	1,1
<b>Ireland (IE)</b>	2,7	3,3
<b>Israel (IL)</b>	2,8	2,9
<b>Italy (IT)</b>	2,0	2,6
<b>Japan (JP)</b>	1,8	2,7
<b>Korea (KR)</b>	2,8	2,9
<b>Latvia (LV)</b>	1,9	2,4
<b>Lithuania (LT)</b>	1,9	2,6

**NUMBER OF CONNECTED  
DEVICES IN 2013****NUMBER OF CONNECTED  
DEVICES IN 2017**

<b>Malaysia (MY)</b>	1,0	2,4
<b>Mexico (MX)</b>	1,3	2,2
<b>Netherlands (NL)</b>	3,1	3,8
<b>New Zealand (NZ)</b>	2,8	3,7
<b>Norway (NO)</b>	3,3	3,8
<b>Philippines (PH)</b>	1,3	2,1
<b>Poland (PL)</b>	2,2	3,0
<b>Portugal (PT)</b>	1,7	2,4
<b>Romania (RO)</b>	1,6	2,1
<b>Russia (RU)</b>	2,1	2,4
<b>Saudi Arabia / KSA (SA)</b>	2,2	2,6
<b>Serbia (RS)</b>	1,1	2,4
<b>Singapore (SG)</b>	3,3	3,3
<b>Slovakia (SK)</b>	2,6	2,9
<b>Slovenia (SI)</b>	2,3	2,8
<b>South Africa (ZA)</b>	0,8	1,5
<b>Spain (ES)</b>	2,5	3,2
<b>Sweden (SE)</b>	2,9	4,1
<b>Switzerland (CH)</b>	2,8	3,4
<b>Taiwan (TW)</b>	2,6	2,7
<b>Thailand (TH)</b>	0,9	1,3
<b>Turkey (TR)</b>	0,9	2,3
<b>UAE (AE)</b>	3,1	3,1
<b>United Kingdom (UK)</b>	3,0	3,5
<b>Ukraine (UA)</b>	0,7	1,5
<b>USA (US)</b>	2,9	4,1
<b>Vietnam (VN)</b>	0,8	1,7