



Consumer Barometer Study 2017

The Year of the Mobile Majority

As reported mobile internet usage crosses 50%² for the first time in all 63 countries covered by the Consumer Barometer Study¹, 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

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

2017 internet access via smartphone

Base: online population 16 years and older

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

Source: Google/TNS, Consumer Barometer Study, 2017

¹ 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

² Total online population 16 years and older



INTERNET USAGE IN

SMARTPHONE USAGE IN

SMARTPHONE INTERNET USAGE IN

2013

2017

2013

2017

2013

2017

BASE: TOTAL POPULATION 16 YEARS AND OLDER

BASE: ONLINE 16 YEARS AND OLDER

	2013	2017	2013	2017	2013	2017
Argentina (AR)	50%	75%	31%	73%	35%	86%
Australia (AU)	89%	91%	65%	87%	58%	80%
Austria (AT)	80%	85%	48%	75%	44%	78%
Belgium (BE)	78%	82%	34%	71%	29%	65%
Brazil (BR)	49%	69%	26%	67%	29%	84%
Bulgaria (BG)	66%	70%	28%	55%	29%	68%
Canada (CA)	82%	89%	56%	76%	52%	69%
China (CN)	61%	78%	47%	83%	59%	91%
Colombia (CO)	78%	79%	44%	75%	42%	84%
Croatia (HR)	70%	74%	39%	68%	42%	82%
Czech Republic (CZ)	80%	81%	42%	65%	30%	62%
Denmark (DK)	89%	92%	59%	82%	60%	82%
Egypt (EG)	26%	47%	18%	47%	27%	79%
Estonia (EE)	77%	82%	38%	65%	35%	69%
Finland (FI)	85%	90%	45%	79%	46%	77%
France (FR)	73%	87%	42%	71%	38%	68%
Germany (DE)	81%	84%	40%	75%	39%	76%
Greece (GR)	60%	74%	33%	66%	33%	68%
Hong Kong (HK)	65%	81%	63%	83%	73%	91%
Hungary (HU)	71%	81%	34%	65%	31%	67%
India (IN)	17%	35%	13%	40%	39%	84%
Indonesia (ID)	29%	56%	14%	60%	37%	86%
Ireland (IE)	89%	88%	57%	81%	53%	77%
Israel (IL)	86%	85%	57%	79%	57%	83%
Italy (IT)	70%	77%	41%	76%	37%	84%
Japan (JP)	83%	85%	25%	64%	26%	73%
Korea (KR)	79%	91%	73%	92%	86%	94%
Latvia (LV)	73%	77%	34%	60%	34%	64%
Lithuania (LT)	71%	77%	35%	64%	33%	68%



INTERNET USAGE IN

SMARTPHONE USAGE IN

SMARTPHONE INTERNET USAGE IN

2013

2017

2013

2017

2013

2017

BASE: TOTAL POPULATION 16 YEARS AND OLDER

BASE: ONLINE 16 YEARS AND OLDER

	2013	2017	2013	2017	2013	2017
Malaysia (MY)	51%	83%	35%	88%	45%	84%
Mexico (MX)	61%	72%	37%	72%	48%	72%
Morocco (MA)	56%	92%	57%	52%	72%	49%
Netherlands (NL)	92%	95%	52%	87%	49%	82%
New Zealand (NZ)	90%	91%	54%	81%	44%	78%
Nigeria (NG)	63%	96%	56%	68%	75%	65%
Norway (NO)	96%	94%	68%	88%	65%	84%
Philippines (PH)	59%	73%	39%	65%	36%	72%
Poland (PL)	77%	82%	35%	70%	29%	67%
Portugal (PT)	63%	73%	32%	67%	31%	75%
Romania (RO)	62%	69%	28%	60%	30%	74%
Saudi Arabia / KSA (SA)	74%	88%	73%	96%	75%	98%
Serbia (RS)	52%	70%	23%	63%	29%	69%
Singapore (SG)	80%	82%	72%	91%	78%	92%
Slovakia (SK)	86%	85%	46%	70%	37%	60%
Slovenia (SI)	83%	78%	42%	70%	38%	75%
South Africa (ZA)	47%	65%	40%	60%	72%	79%
Spain (ES)	74%	85%	55%	87%	60%	92%
Sweden (SE)	89%	95%	63%	88%	60%	85%
Switzerland (CH)	85%	90%	54%	79%	52%	78%
Taiwan (TW)	76%	79%	51%	81%	54%	93%
Thailand (TH)	39%	63%	31%	71%	54%	95%
Turkey (TR)	45%	75%	30%	77%	35%	87%
UAE (AE)	93%	95%	74%	96%	62%	94%
United Kingdom (UK)	82%	84%	62%	77%	61%	73%
Ukraine (UA)	52%	66%	14%	41%	15%	51%
USA (US)	82%	86%	56%	78%	59%	74%
Vietnam (VN)	47%	78%	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

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

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

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

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

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

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

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