

Chart of the Day

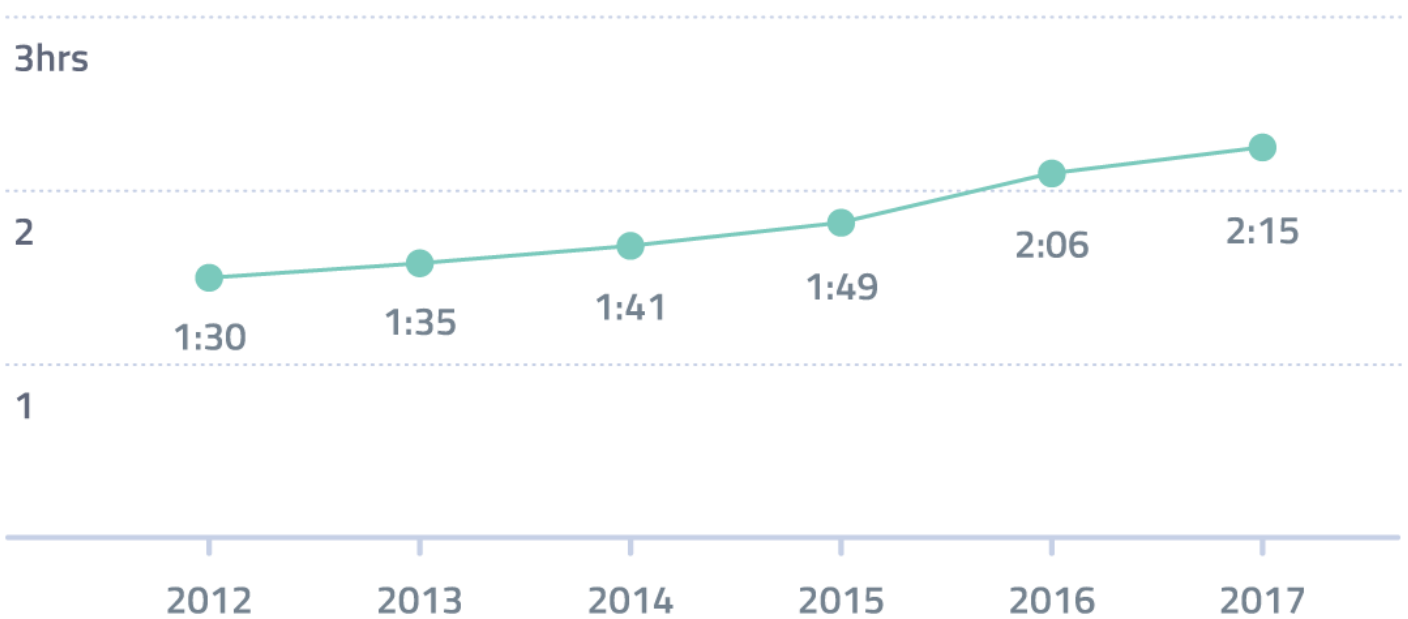
11 SEPTEMBER 2017



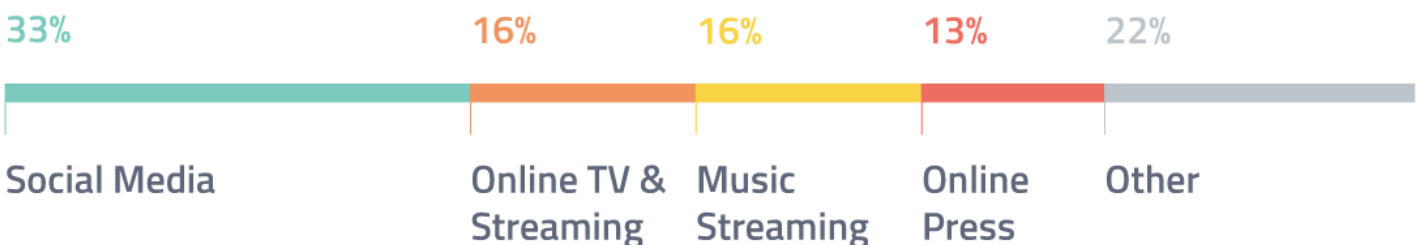
Social Media Captures Over 30% of Online Time

Time Spent on Social Media

Daily Average (Hours: Minutes)



Social Media as a Share of Online Time



Question: Roughly how many hours do you spend engaging with/connected to social networks or services during a typical day? | **Source:** GlobalWebIndex 2012-2017 (averages across all waves of research conducted in each year); % share figures are Q2 2017 | **Base:** 61,196 (2012), 156,876 (2013), 168,046 (2014), 198,734 (2015), 211,024 (2016) & 178,421 (2017) Internet Users aged 16-64; 72,529 (Q2 2017) Internet Users aged 16-64