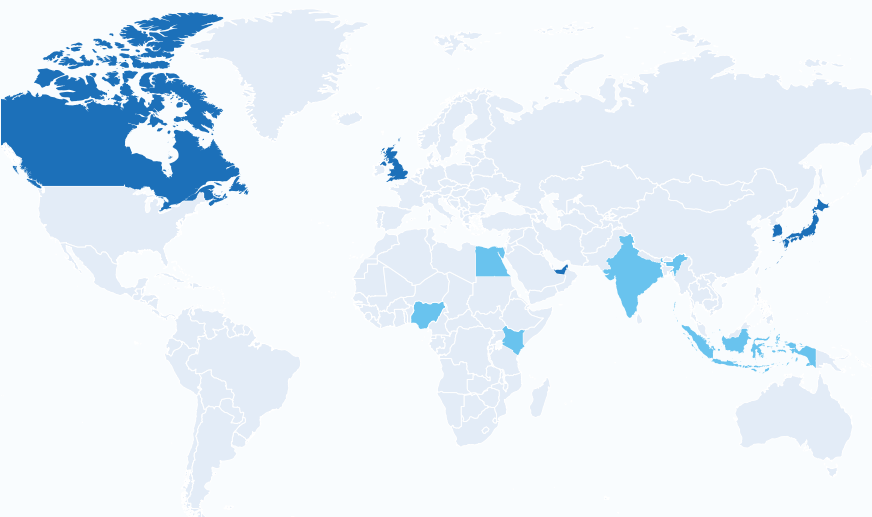


# 10 Things to Know About the Online Population

## 1 Internet penetration rates vary from 96% in the UK to 33% in Nigeria

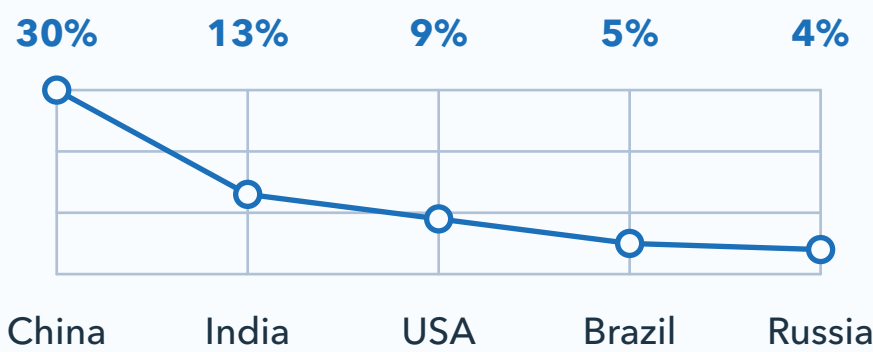
Internet Penetration Rates\*



Highest		Lowest	
UK	96.1%	Nigeria	32.5%
Japan	95.8%	Indonesia	32.7%
South Korea	94.5%	Kenya	37.9%
UAE	93.4%	India	40.1%
Canada	92.3%	Egypt	45.2%

## 2 China, India & the U.S.A. account for over 50% of the online population

% share of internet population across our 42 markets



## 3 Indonesia and India have the fastest growing internet populations

% increase in number of internet users aged 16-64 from 2012-2018 (among the 32 markets tracked since 2012)

Indonesia	+229%
India	+191%
Mexico	+108%
South Africa	+93%
Philippines	+91%

## 4 Markets with lower internet penetration rates tend to be younger

- Age - **Average: 34.0**
- Internet Penetration Rate\*

### Youngest Markets

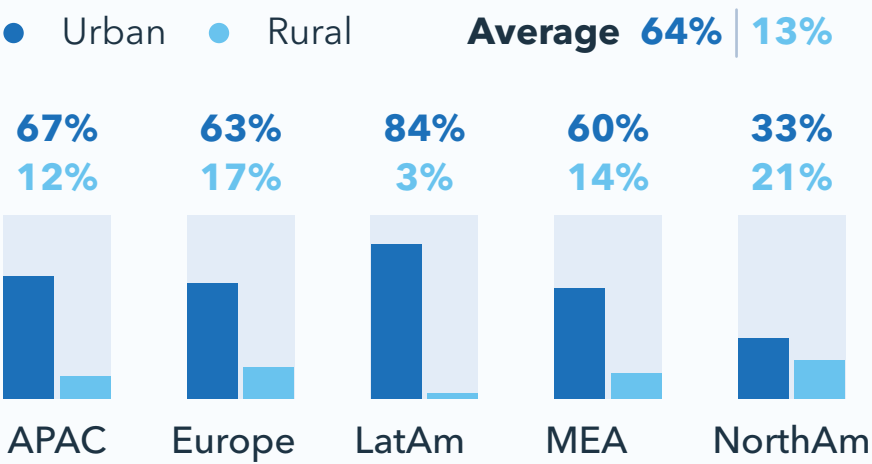
Indonesia	27.9	32.7%
Nigeria	28.1	32.5%
Kenya	28.3	37.9%
Philippines	29.0	60.8%
India	29.2	40.1%

### Oldest Markets

Germany	40.7	91.9%
Japan	40.6	95.8%
Netherlands	40.3	90.4%
Hong Kong	39.9	91.8%
Spain	39.7	85.2%

## 5 Latin America has the most urban online population; North America has the most rural

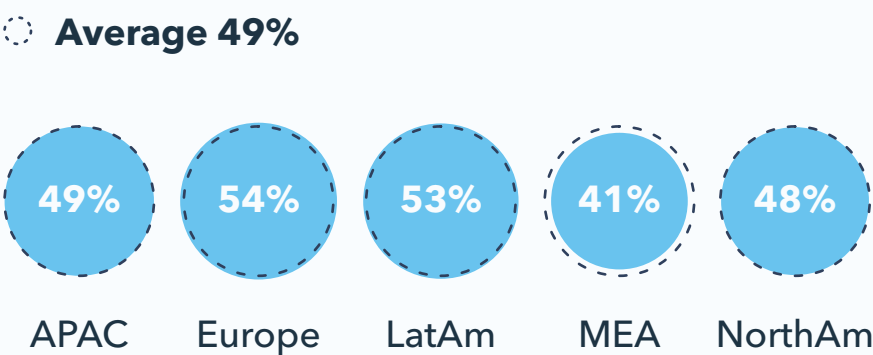
% of internet users living in urban or rural locations



Respondents living in a suburban location make up the rest of the 100%

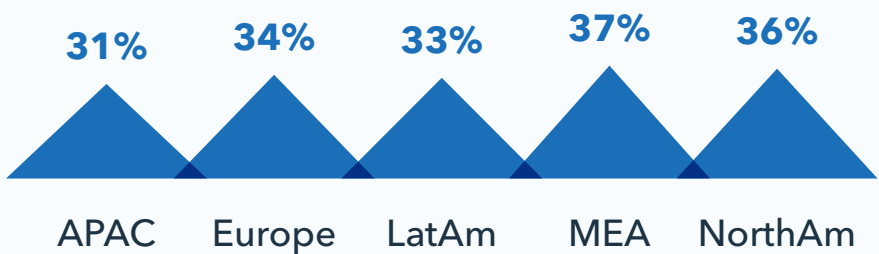
## 6 European internet users are the most likely to be parents

% of internet users who have children



## 7 North America and MEA have the most educated online populations

% of internet users with a university or postgraduate degree **Average 33%**



## 8 European markets have the highest proportion of affluent consumers

% of internet users who fall within the highest social grade\*\*

Belgium	27%
Switzerland	23%
Austria	22%
New Zealand	22%
UK	20%

## 9 North America & APAC are the biggest online shoppers

% of internet users who shop online each month

Average	75%
Asia Pacific	77%
Europe	74%
Latin America	67%
Middle East & Africa	56%
North America	77%

## 10 Latin Americans are the most engaged with social media

% of internet users who spend more than 3 hours a day on social media

Average	24%
Asia Pacific	22%
Europe	18%
Latin America	40%
Middle East & Africa	37%
North America	21%