

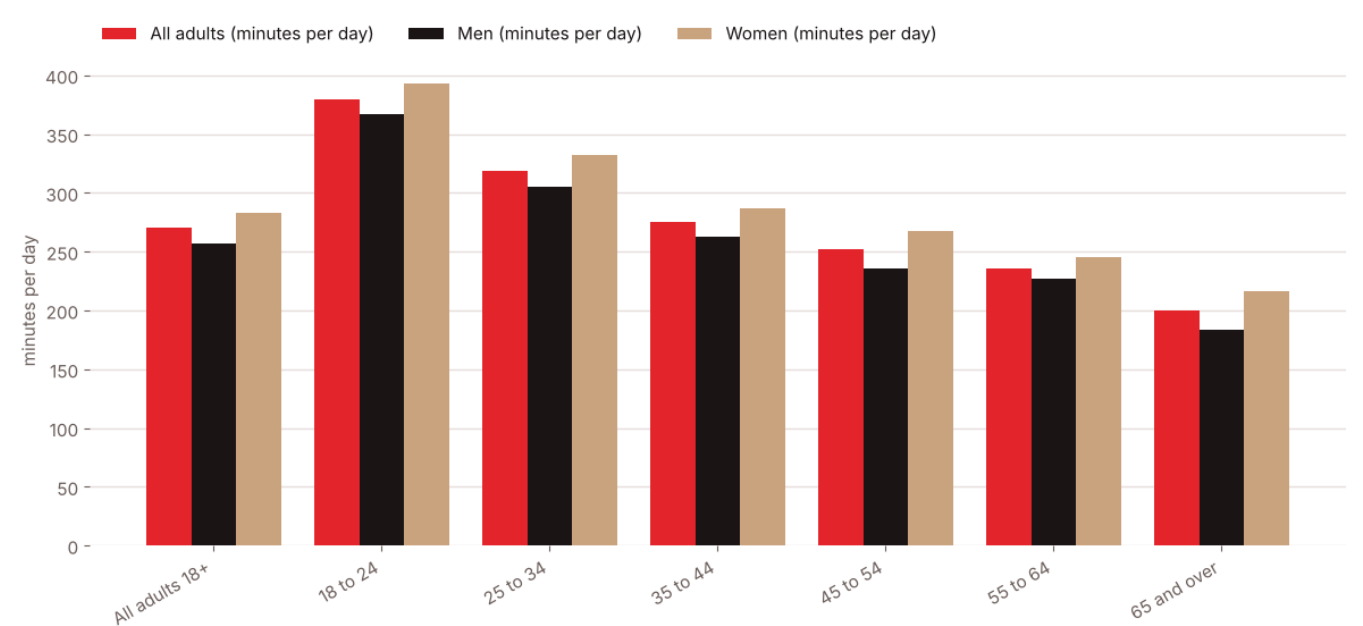
BUSINESS, SOCIAL AND EMAIL

Daily time spent online by UK adults, by age and sex, May 2025

UK online adults spent an average of 4 hours 30 minutes a day online in May 2025, ten minutes more than a year earlier. Time online falls steadily with age, and women spend more time online than men in every age group.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/uk-daily-time-online-by-age/>

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Source: Ofcom · Free data: [anthonymcgrath.co/data/uk-daily-time-online-by-age/](https://www.anthonymcgrath.co/data/uk-daily-time-online-by-age/)

Key findings

- UK online adults averaged 270 minutes (4 hours 30 minutes) online a day in May 2025.
- 18 to 24 year olds spent 380 minutes (6 hours 20 minutes) a day online, almost twice the 200 minutes of those aged 65 and over.
- Women spent 283 minutes a day online against 257 minutes for men, a gap of 26 minutes, and the gap was widest among those aged 65 and over (32 minutes).

The data

Age group	All adults (minutes per day)	Men (minutes per day)	Women (minutes per day)
All adults 18+	270	257	283
18 to 24	380	367	393
25 to 34	319	305	332
35 to 44	275	263	287
45 to 54	252	236	268

Age group	All adults (minutes per day)	Men (minutes per day)	Women (minutes per day)
55 to 64	236	227	245
65 and over	200	184	216

Sources

Ofcom, Online Nation 2025 report (published 10 December 2025) (Figure 2: Average daily time spent online by UK online adults, by age and gender, May 2025 (Ipsos iris, age 18+, UK internet users))

<https://www.ofcom.org.uk/media-use-and-attitudes/online-habits/online-nation>

Method

Hours and minutes shown in Figure 2 were converted to total minutes (for example 4:30 became 270). The all-adult, men and women totals match the figures stated in the report text.

Notes

Chosen in place of TikTok or Instagram global user counts, which are only available as a handful of irregular company milestones. Covers internet users aged 18+ on smartphones, tablets and computers; TV sets are excluded and work devices are largely not measured. The report PDF was read from a public copy of Ofcom's published document because ofcom.org.uk blocked automated access.

How to cite

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