

Website Loading Times



Statistics you need to know in 2023

As Page Load Time grows from:

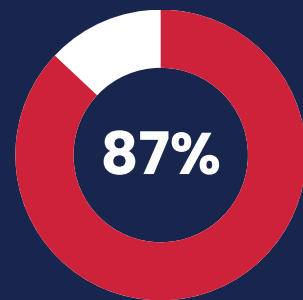
- 1s to 3s, the likelihood of bounce increases by 32%
- 1s to 5s, the likelihood of bounce increases by 90%
- 1s to 6s, the likelihood of bounce increases by 106%
- 1s to 10s, the likelihood of a bounce increases by 123%

And...40% of consumers will wait no more than three seconds for a web page to render before abandoning the site



53% of mobile website visits are abandoned if pages take over 3 seconds to load, that's over half your users.

Even a 2-second delay in page load time resulted in abandonment rates of up to:



Average speed index

Across different industries in the UK



**All data is from an article by www.hobo-web.co.uk*