We expect a lot from our online experiences. We want websites to be easy to use, we want them to be safe, and we want them to be fast. That’s because fast websites make us happy. Here’s why.

**How Your Brain Perceives Page Load Times**

- Between 0.1 second and 1 second, users feel instantaneous.
- 1 second lets you think seamlessly.
- 10 seconds keeps your attention… barely.
- 10 seconds is your last chance.

**Desktop Users Are Demanding**

- 50% of unhappy visitors will go to a competing site.
- 35% will have a negative perception of that brand.
- 18% expect pages to load instantly.
- 49% of online retail customers expect pages to load in 2 seconds or less.
- 35% will have a negative perception of that brand.
- 22% will never return to the slow site.

**Mobile Users**

- 74% of mobile users will abandon a site after waiting 4 seconds for a page to load.
- 57% face remembered frustration with loading a mobile site.
- 46% would not re-visit a site that performed poorly.

**What’s Making Sites Slower?**

- Web pages are bigger and more complex than ever.
- Etsy experimented with increasing mobile page weight by 160 KB. It triggered a 12% increase in bounce rate.

**What’s the “Sweet Spot” for Load Times?**

- For every 1 second of improvement to load time, the site experienced a 2% increase in conversions.
- Reduced page load times from 15 seconds to 2 seconds and experienced a 23% increase in conversions for every second of improvement.
- 1 second of improvement increased conversions by 10%.

**Walmart**

- Reduced page load times from 15 seconds to 2 seconds and experienced a 23% increase in conversions for every second of improvement.

**Intuit**

- 1 second of improvement increased conversions by 10%.

**Staples**

- The average page was 14,108 KB and contained a mere 2.2 objects (such as HTML and image files).
- Zip experimented with increasing mobile page weight by 160 KB. It triggered a 12% increase in bounce rate.

**Nordstrom**

- The average page was 291,608 KB and contained 26.5 objects (such as HTML and image files)
- 46% would not re-visit a site that performed poorly.

**Web Performance is User Experience**

Between 2 and 4 seconds

- 46% of mobile users will abandon a site after waiting 5 seconds for a page to load.
- 41% of mobile users will abandon a site after waiting 5 seconds for a page to load.

**2017**

- At the current rate of growth, the average web page could reach 3 MB by 2017.

**akamai.com**

- The average page was just 14.1 KB and contained a mere 2.3 objects (such as HTML and image files).
- The average page was 2161 KB and contained 108 objects. Images made up more than 60% of this bulk.

**1995**

- The average page was just 14.1 KB and contained a mere 2.3 objects (such as HTML and image files).
- The average page was 2161 KB and contained 108 objects. Images made up more than 60% of this bulk.

**2015**

- The average page was 291,608 KB and contained 26.5 objects (such as HTML and image files).