



GWI

SOCIAL SUMMARY

GlobalWebIndex's quarterly report on the
latest trends in social networking

Q2 2016

Introduction

GWI Social is where GlobalWebIndex presents the very latest figures for social networking behaviors and engagement levels across 34 global markets.

Drawing on data from our most recent wave of research among over 50,000 internet users aged 16-64, we offer insights on:

- Overall engagement with social media
- Daily time devoted to social networking
- Multi-networking and cross-device behaviors
- The most popular networks, apps and services globally
- Top actions on leading platforms

In this summary version, we present some of the key headlines and insights.

PRO Platform

The questions and data-points featured in this report are available to explore on PRO Platform. They can be analyzed by any audience, date range or selection of countries/regions, with users able to build bespoke audiences based on our wide range of demographic, attitudinal and behavioral variables.



Explore this data in PRO Platform

/// Click here: [Social Media >](#)

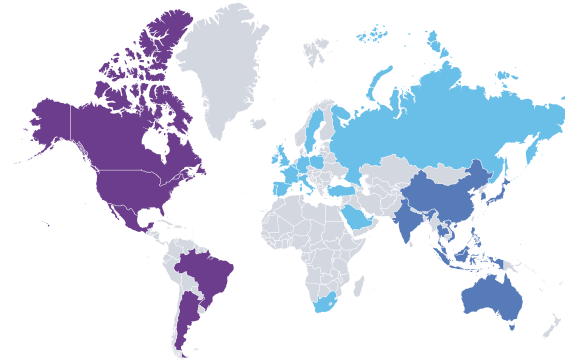
[Reach > Members](#)



Each chart is accompanied by a **hyperlink** which will take you to the appropriate section on PRO Platform; simply click on the relevant link to start exploring the data further.

Notes on Methodology

Each year, GWI interviews over 200,000 internet users, asking a wide range of questions about their lives, lifestyles and digital behaviors.



MARKETS COVERED

- Argentina • Australia • Belgium • Brazil • Canada • China • France • Germany • Hong Kong • India • Indonesia • Ireland • Italy • Japan • Malaysia • Mexico • Netherlands • Philippines • Poland • Portugal • Russia • Saudi Arabia • Singapore • South Africa • South Korea • Spain • Sweden • Taiwan • Thailand • Turkey • UAE • UK • USA • Vietnam

Research is conducted in quarterly waves, with respondents completing an **online questionnaire** that uses stratified sampling techniques to ensure that they are **representative of the internet population aged 16 to 64 in each country** (with correct proportions in terms of gender, age and educational attainment). All of the data and behaviors tracked in this report are based on this self-reported data.

Terminology

Across most of the biggest social platforms, GlobalWebIndex monitors engagement in three main ways:

- **Members.** People who say they have an account on the platform in question.
- **Visitors / Users.** People who say that, within the last month, they have visited or used a social network's website or app via any device.
- **Engagers / Contributors.** Members who say that, within the last month, they have actively engaged with or contributed to the platform in question.

These metrics are applied consistently across most services, which allows like-for-like comparisons in terms of popularity. Given that networks have differing definitions for "active users" or "MAUs", we do not report on this explicitly.

CHINA

In addition to using local networks, it's clear that significant numbers of internet users in China are connecting to major global platforms such as Facebook via VPNs, Proxy Servers and other tools. However, due to the sheer scale of the Chinese market, its high number of local social networks and the official restrictions it places on global platforms such as Facebook and Twitter, **China is excluded from most of the global charts featured in this report which track specific/named platforms** (see the base of each one for confirmation).

Reports

GWII has a range of other reports available to download [HERE](#)



FLAGSHIP REPORTS

In addition to GWII Social, our other flagship reports present insights and statistics on device usage, online purchasing and entertainment

MARKET & REGION REPORTS

Tracking key digital behaviors and engagement rates at a national or regional level, providing the very latest headline figures as well as looking at trends over time and across demographics.

AUDIENCE REPORTS

In-depth examinations of particular groups, assessing their most important behaviors and motivations as well as what sets them apart from the wider online population.

INSIGHT REPORTS

Deep-dives into some of the most pressing topics for marketers, from traditional vs digital media consumption to audience measurement issues.

TREND REPORTS

Tracking the stories of the moment, from ad-blocking and live streaming to VPNs and multi-networking.

INFOGRAPHICS

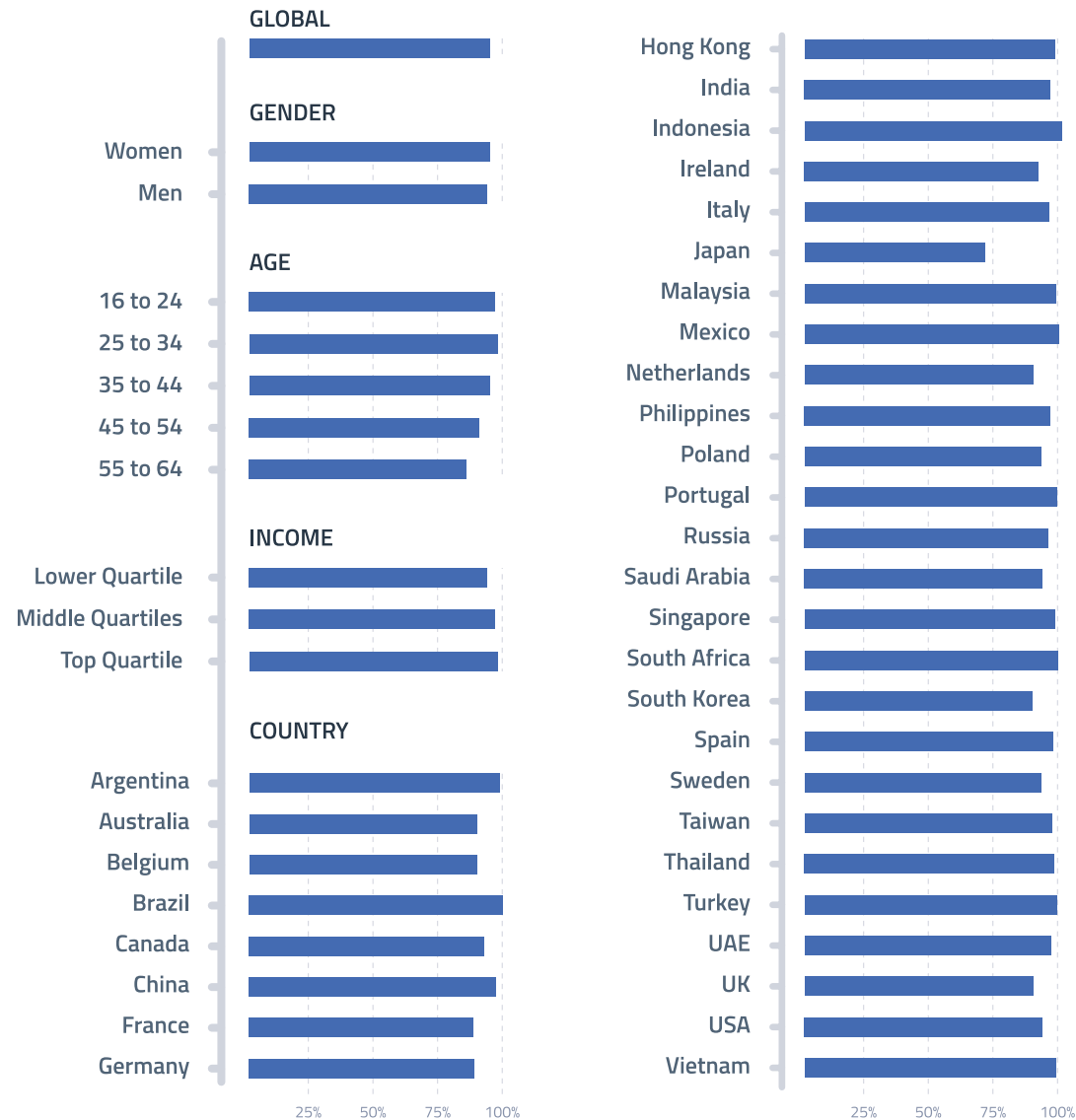
One-page visual summaries of key services, behaviors and audiences.

Social Networking Behaviors

- 93% of online adults have an account on at least one social media site, with almost all internet users having visited or used one within the last month. Numbers peak in the youngest age groups and in fast-growth markets.

- People are most likely to use social media in order to keep up with friends (43%) or to fill time (39%). Tellingly, all of the top five motivations are rather passive in character and involve people looking at content posted by other users rather than contributing anything themselves.

- 1 in 3 follow their favorite brands on social media, with almost 30% following news/media organizations.



SOCIAL NETWORKING: MEMBERSHIP

% Who Have At Least One Social Media Account

Question: On which of the following services do you have an account? ///

Source: GlobalWebIndex Q1 2016 ///

Base: Internet Users aged 16-64



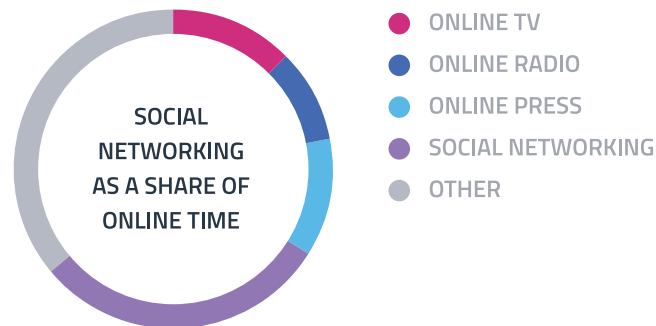
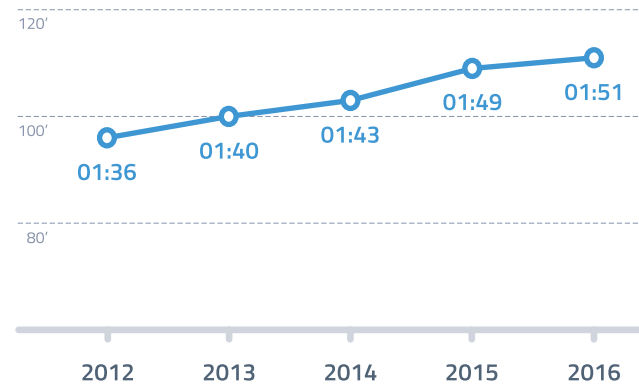
Explore this data in PRO Platform /// Click here: [Social Media > Reach > Members](#)

- Around 1 in every 3 minutes spent online is devoted to social networking and messaging, with digital consumers engaging for a daily average of 1 hour and 51 mins. This peaks among 16-24s.

- Across 29 of the 31 markets where trended data from 2012 is available, daily time spent social networking has increased. Fast-growth markets spend the longest time on this activity, whereas mature markets in North America and Europe lag behind.

TIME SPENT SOCIAL NETWORKING

DAILY AVERAGE (HOURS : MINUTES)



Question: Roughly how many hours do you spend on social networks/services each day? // **Source:** GlobalWebIndex 2012-2016 (averages across all waves of research conducted in each year); % share figures are Q1 2016 // **Base:** Internet Users aged 16-64



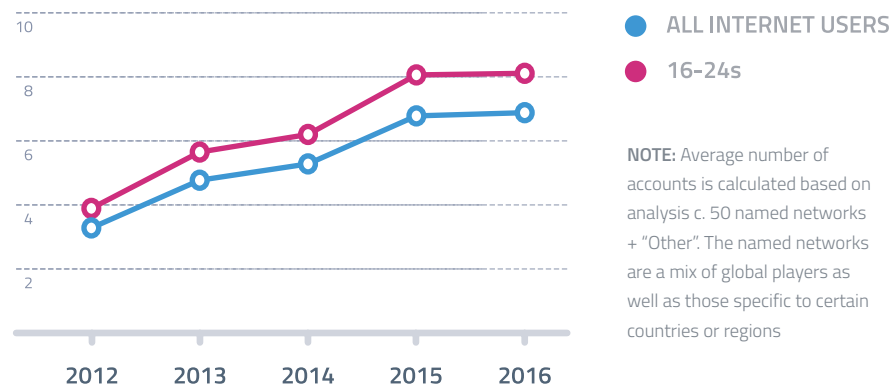
Explore this data in PRO Platform //
Click here: [Social Media >](#)
Time Spent Social Networking

Multi-Networking and Cross-Device Behaviors

- Back in 2012, digital consumers had an average of just over 3 accounts; in 2016, this figure has risen to almost 7. **That means people are members of about twice as many networks now as they were in the earlier part of the decade.** 16-24s are at the forefront of this trend.
- **A striking 86% of online adults globally now have an account on at least one of Facebook's four services,** peaking among 16-24s. Currently, 32 of the 33 markets tracked have at least 75% of online adults using a Facebook service (with 19 of them passing the 90% mark).
- **70% of online adults are now networking via mobile,** peaking among 16-34s and reaching a high of 90% in a market like Indonesia.

MULTI-NETWORKING BEHAVIORS

Average Number of Social Media Accounts



Question: On which of the following services do you have an account?

/// **Source:** GlobalWebIndex 2012-2016 (averages across all waves of research conducted in each year) ///

Base: Internet Users aged 16-64

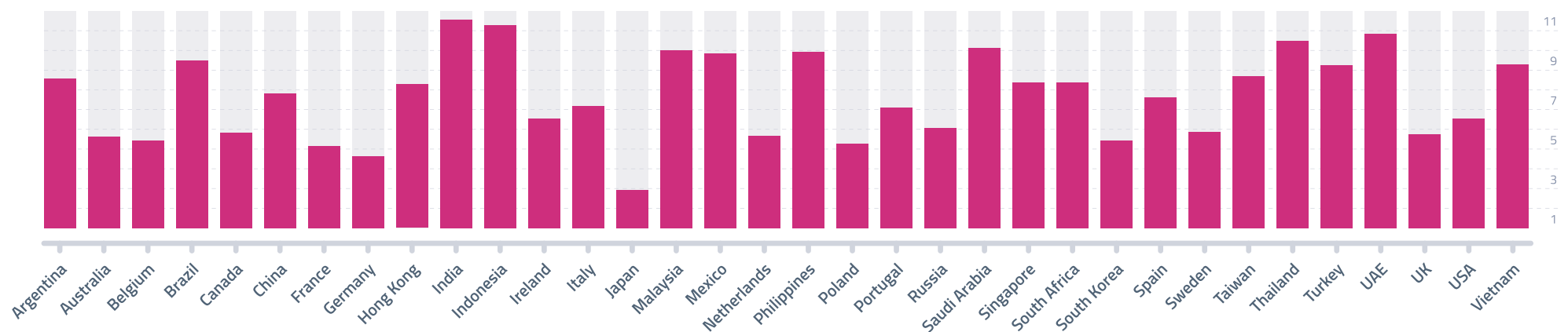


Explore this data in PRO Platform

/// Click here:

Social Media
[> Reach >](#)
[Members](#)

Average number of social media accounts, by country (2016)



Top Social Platforms and Services

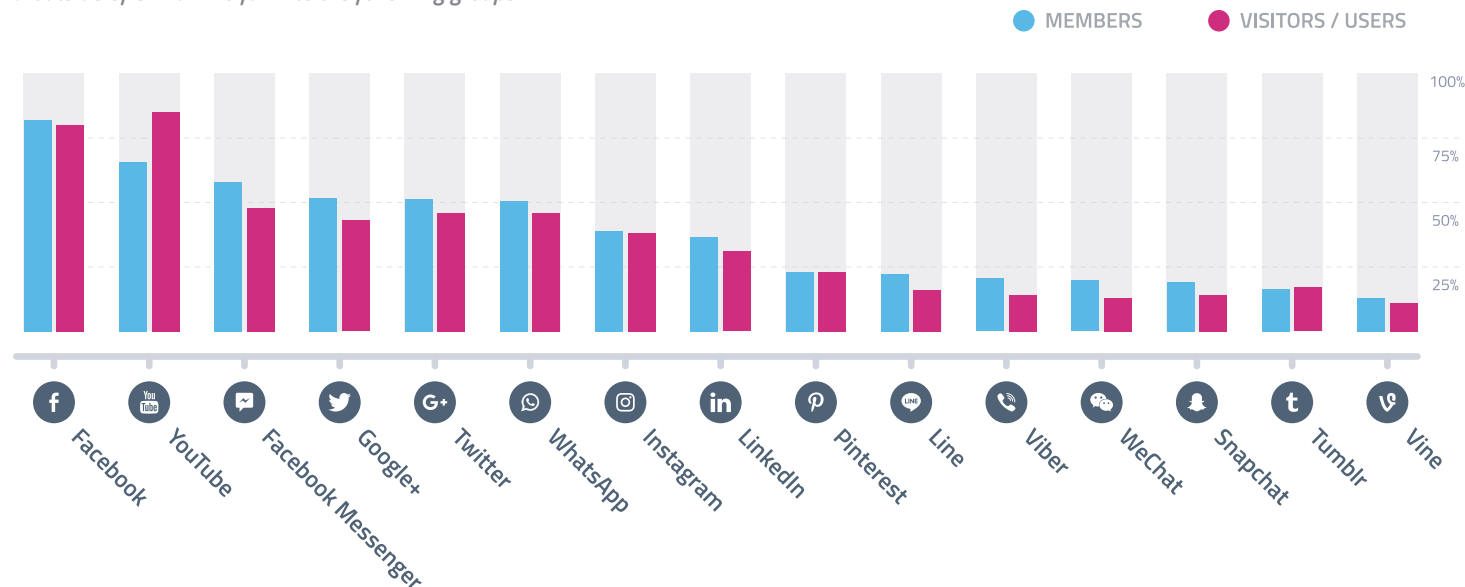
- Globally, **Facebook remains the top network for membership (80%)** but YouTube edges ahead for visitors (85%). In the battle of the messaging services, Facebook Messenger (48%) has a slim lead over WhatsApp (46%).
- **WhatsAppers and Facebookers use their services more frequently than their counterparts on any other social or messaging network/app** – with over 50% on each saying they do this more than once a day.
- **Instagram has now edged ahead of Twitter for visitor numbers in 13 of the 33 countries surveyed.** That it has the lead among the key

16-24 group shows the strength of its prospects.

- **Snapchat, Tumblr, Vine and Instagram have the youngest audiences**, with about 40% or more of their respective members coming from the 16-24 group. Facebook and LinkedIn have the oldest audiences.
- **Snapchat's popularity among teens remains considerable;** over two thirds are members in places such as Sweden, Canada, the Netherlands, the UK, Belgium and the US.

TOP 15 SERVICES

% outside of China who fall into the following groups



Question: Members: On which of the following services do you have an account? / Visitors/ Users: Which of the following sites/applications have you visited in the past month via your PC/Laptop, Mobile or Tablet? // **Source:** GlobalWebIndex Q1 2016 // **Base:** Internet users aged 16-64, exc. China



Explore this data in PRO Platform // Click here: [Social Media > Reach > Members](#)

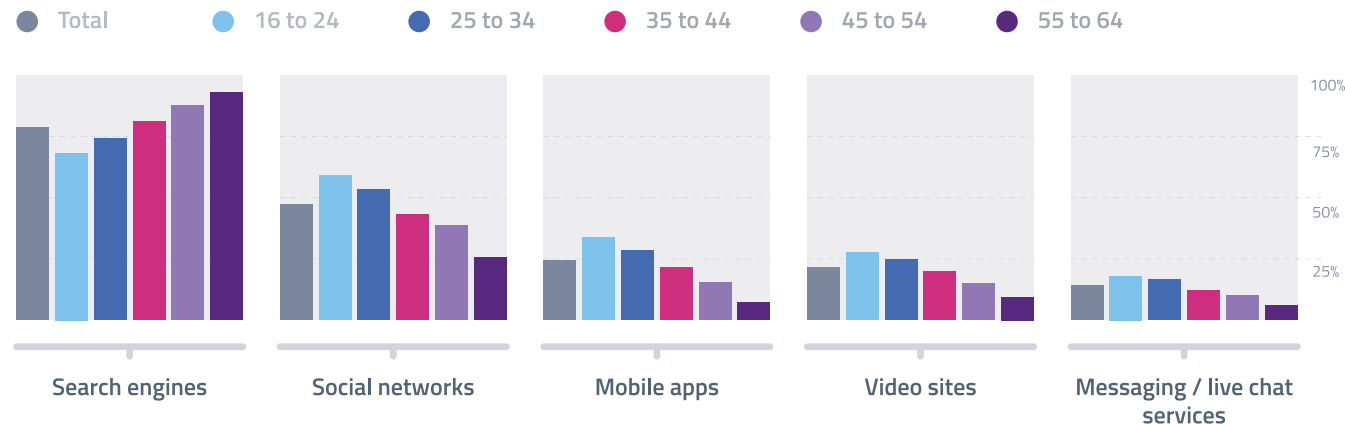
Top Social Behaviors

- Clicking the “like” button is the top behavior on Facebook, whereas reading a news story tops the table for Twitter. Unsurprisingly, Instagrammers are most likely to be uploading photos.
- Over 50% of Facebookers say they watch videos on the service, as do almost 40% of Instagrammers and a third of Twitter users.
- WhatsApp beats names like Facebook Messenger and Snapchat across most basic messaging app functions, but a third on Snapchat are now engaging with Stories.

▪ Ask all internet users where they are most likely to go for more information about a product or brand and search engines might still be the clear favorite in all groups but the age breakdown is pretty telling: the older you are, the more likely you are to cite a search engine as a main touchpoint. Conversely, **the younger the person, the more they lean towards social networks or mobile apps.**

ONLINE RESEARCH CHANNELS

% who say they use the following when looking for more information about a brand/product



Question: Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services? // **Source:** GlobalWebIndex Q1 2016 // **Base:** Internet Users aged 16-64



Explore this data in PRO Platform // [Click here:](#)
[Marketing Touchpoints >](#)
[Online Purchase Journey >](#)
[Online Product Research](#)



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