



GWI

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SOCIAL SUMMARY

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

Q1 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, we offer insights on:

- Overall engagement with social media
- Daily time devoted to social networking
- Multi-networking and cross-device behaviors
- The most popular and fastest growing networks globally
- Messaging apps and services
- The potential of social commerce
- Top actions on Facebook, Twitter and Snapchat

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

PRO Platform

All of 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.

Each chart in this report 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

Reports

For social trends at a national level, please see our Market and Region Reports – each of which contains a section dedicated to networking behaviors. The full list – available [HERE](#) is as follows

REGIONS

APAC • Europe • Latin America • North America

MARKETS

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

GWI also has a range of other reports covering key audiences, topics and trends, including:

FLAGSHIP REPORTS

Our flagship reports look at key global trends for social networking, device usage, online purchasing, brand engagement & entertainment.

- *Device*
- *Commerce*
- *Brand*
- *Entertainment*

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.

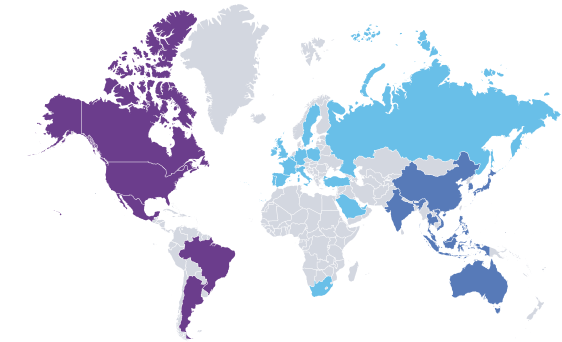
Recent audience reports include:

- *Baby Boomers*
- *F1 Fans*
- *Mothers*
- *Shazam Users*
- *Teens*
- *Business*
- *Gen X*
- *NFL Fans*
- *Snapchat Users*
- *The Top 1%*
- *Travelers*
- *Instagrammers*
- *Premier League Fans*
- *Students*
- *Twitter Users*
- *Celeb Fans*
- *Millennials*
- *Tech Influencers*
- *Vlog Watchers*

To explore the full range of reports – including Insight Reports & Trends click [HERE](#)

Notes on Methodology

Each year, GWI interviews **over 200,000 internet users across 34 markets** – making it the largest on-going study into the digital consumer instigated to date.



Research is conducted in quarterly waves, each of which has a global sample size of around 50,000 internet users. Typically, we interview between 3,000 and 8,000 people per year per market, with larger sample sizes in key countries such as the UK and the US (30,000 each). In this particular report, we draw primarily on our Q4 2015 wave of research among 51,087 adults.

Respondents complete 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).

GWl's Usage Definitions

We measure three forms of engagement with most social platforms, defined as follows:

- **Membership/Account Ownership** - those who say they have an account on a social network
- **Visitation** - those who say they have visited the network in question in the last month, regardless of whether or not they have an account on the service
- **Active Usage** - those who have an account and say they have actively used or contributed to the service in the last month

These definitions are consistent across all of the platforms we track and thus allow accurate comparisons between networks. In contrast, self-published figures from social networks tend to use a wide and competing range of factors, but would typically utilize 'Visitation' as a definition of 'Active Usage'.

China

In addition to using local networks, it's clear that large 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).

Engagement with Social Networking

- 92% of online adults have an account on at least one social media site, with 78% actively using one.

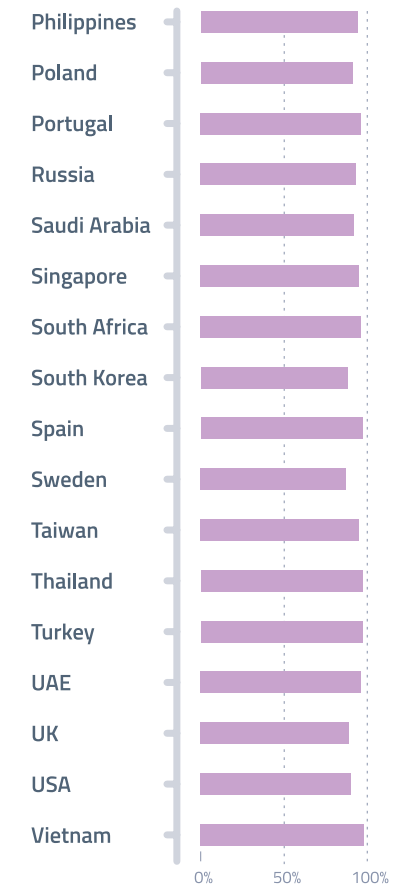
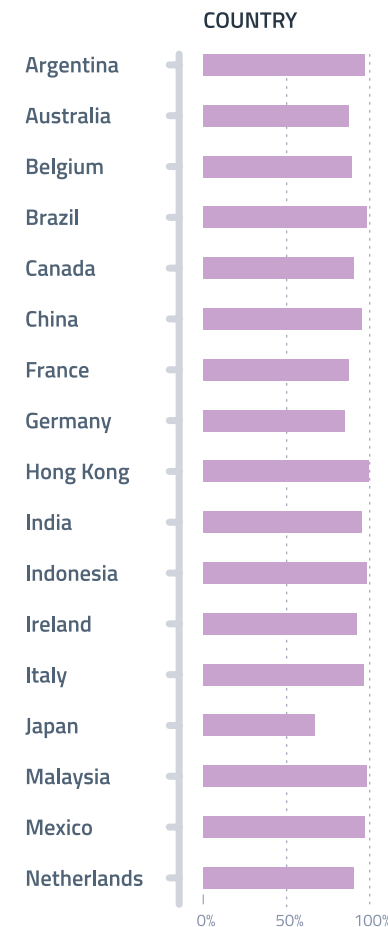
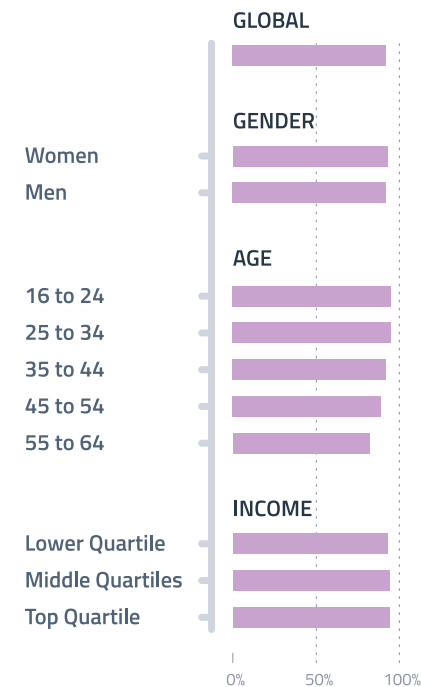
- People are most likely to use social media in order to keep up with friends (44%) or to fill time (39%).

- The average internet user spends **1 hr 49 mins per day on social networks**, up from 1 hr 36 mins in 2012. By demographics, it's younger and lower income groups who devote the most time to networking.

- Across **28 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.

SOCIAL ENGAGEMENT

% who have at least one social media account



Question: On which of the following services do you have an account? // Source: GlobalWebIndex Q4 2015 // Base: Internet Users aged 16-64



Explore this data in PRO Platform
 // Click here: [Social Media > Membership and Active Usage > Account Ownership/Membership](#)

Multi-Networking

- The average digital consumer now has close to 7 social media accounts and engages with 3.50 of them. In both instances, these figures have roughly doubled since 2012.

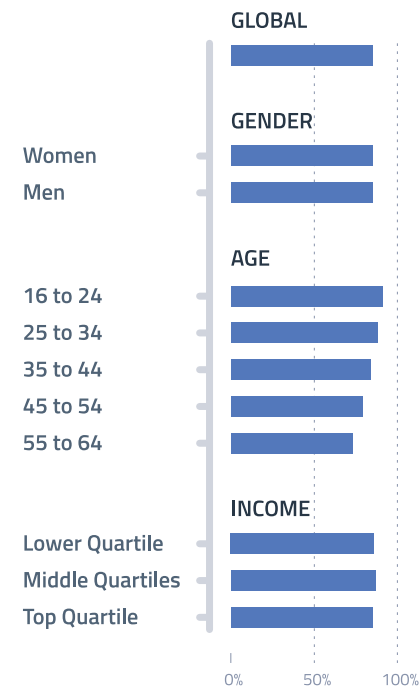
- Facebookers are now active on an average of 5 networks, compared to 2.6 back in the first half of 2012.

- A striking 85% of online adults globally have an account on at least one of Facebook's four services, with this figure passing 90% among 16-24s and approaching the 100% mark in countries like Mexico, Vietnam and Indonesia.

- PCs/laptops remain the most popular devices for most social activities, but mobiles continue to close the gap and are near to reaching parity for instant messaging.

ENGAGEMENT WITH FACEBOOK SERVICES

% who have an account on Facebook, Facebook Messenger, WhatsApp or Instagram



Question: On which of the following services do you have an account? // Source: GlobalWebIndex Q4 2015 // Base: Internet Users aged 16-64, exc. China



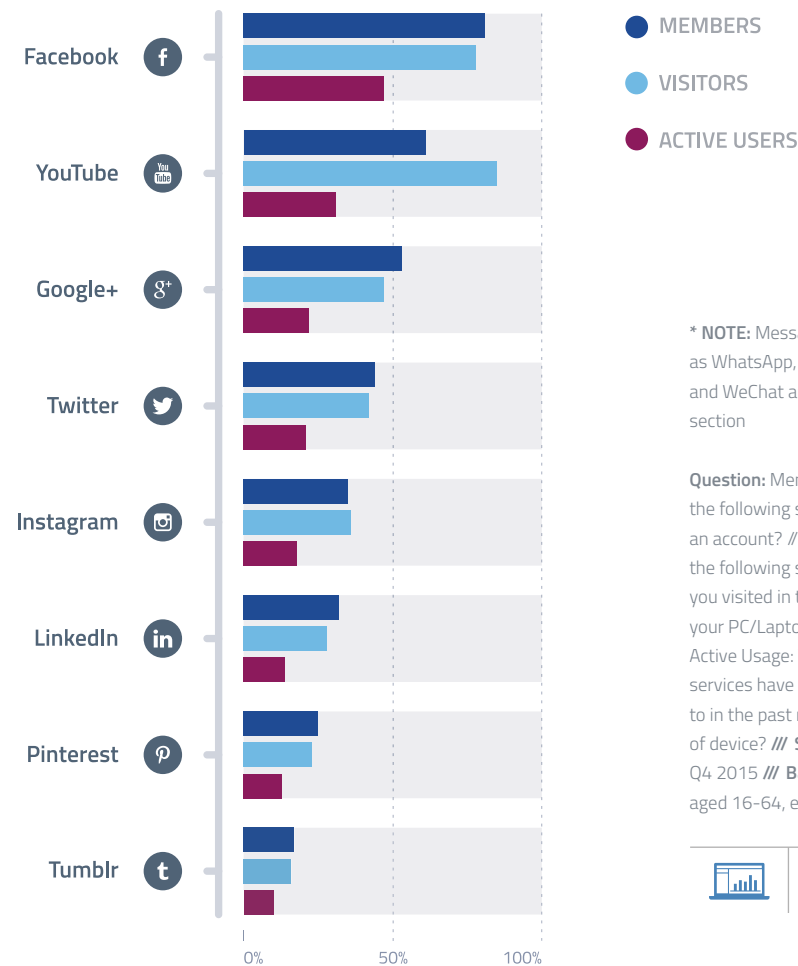
Explore this data in PRO Platform
 // Click here: [Social Media >](#)
[Membership and Active Usage >](#)
[Account Ownership/Membership](#)



Top Social Platforms

- Globally, Facebook is the top network for membership (81%) and active usage (47%). However, YouTube moves to pole position for visitation (85%) – a trend which holds true across 21 of the 33 markets tracked, as well as in all age groups.
- Facebook’s active users log in to the site more frequently than their counterparts on any other network – with an impressive 55% saying they do this more than once a day.
- Year-on-year, Instagram has retained its title as the fastest growing network overall. Facebook and YouTube have also seen notable rises in active usage.
- Instagram has now edged ahead of Twitter for visitation rates in 8 of the 33 countries surveyed. That it has also taken the lead among the key 16-24 group marks a particularly important development.
- Tumblr, Instagram and Vine have the youngest audiences, with 37-39% of their respective active users coming from the 16-24 group. Facebook and LinkedIn have the oldest audiences.

TOP 8 SOCIAL PLATFORMS: MEMBERSHIP, VISITATION AND ACTIVE USAGE*



* NOTE: Messaging Services such as WhatsApp, Messenger, Snapchat and WeChat are included in the Apps section

Question: Membership: On which of the following services do you have an account? // Visitation: Which of the following sites/applications have you visited in the past month via your PC/Laptop, Mobile or Tablet? // Active Usage: Which of the following services have you used or contributed to in the past month using any type of device? // Source: GlobalWebIndex Q4 2015 // Base: Internet Users aged 16-64, exc. China



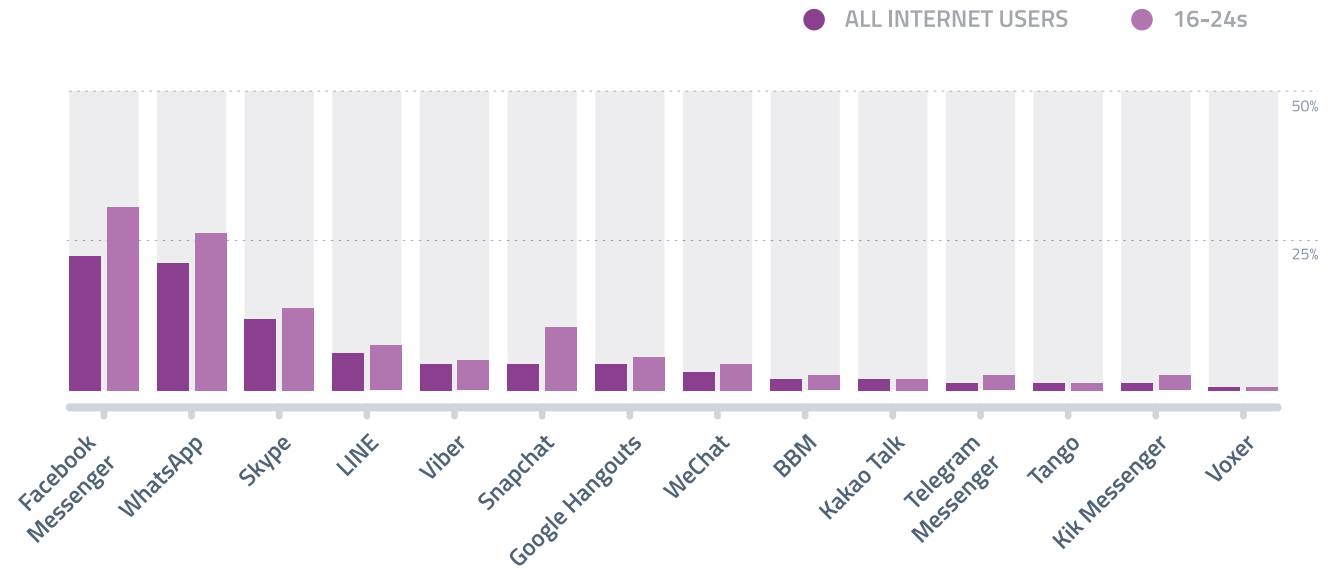
Explore this data in PRO Platform // Click here: [Cross Device > Web Brand Visitation - Device Split > Web Brand Visited in the Past month on PC, Mobile or Tablet](#)

Apps and Messaging Services

- Facebook is the most popular social networking app globally, with almost 60% of online adults using it. YouTube is close behind and also scores above 50% among the key 16-24 demographic. Instagram is neck-and-neck with Twitter overall, but pulls ahead significantly among 16-24s.
- Facebook is top of the pile once again when we look at messaging apps – where **Messenger (36%)** and **WhatsApp (34%)** are the leading services. However, WeChat, BBM, LINE and Kakao Talk can all claim victories in certain markets.
- Teen usage of Snapchat continues to significantly outpace usage among all adults, with **close to 50% of 16-19s** in places like the Netherlands, Canada, Sweden and the UK now being Snapchatters.
- Of the messaging apps, **Snapchat has the youngest age profile**; 58% of users are 16-24. WeChat and Facebook Messenger also boast young audiences, whereas users on Viber, Skype and WhatsApp have broader age profiles.

TOP MESSAGING APPS

% who have used the following apps in the last month



Question: Which of the following mobile / tablet applications have you used in the past month? (on any device) // **Source:** GlobalWebIndex Q4 2015 // **Base:** Internet Users aged 16-64, exc. China



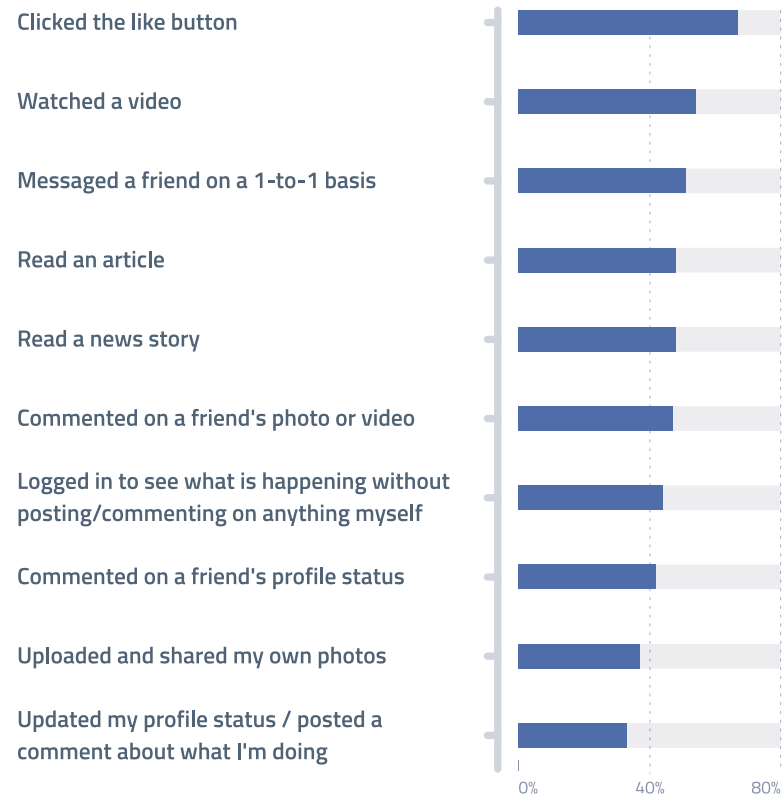
Explore this data in PRO Platform // Click here: **Apps > Specific Applications > Specific Applications Used**

Social Commerce and Brand Engagement

- More than three quarters of users on all of the major platforms say they purchase products online, but only **10-20% say they are currently interested in using a “buy” button**. WeChat and Vine users are the most enthusiastic.
- **Almost a third say they follow their favorite brands on social media**, significantly outscoring options like actors (1 in 4) or vloggers (1 in 10).
- **Clicking the “like” button is the top behavior on Facebook**, whereas reading a news story tops the table for Twitter. As expected, messaging is the top action on Snapchat but 3 in 10 are engaging with Stories.
- **Over 50% of Facebookers say they watch videos on the service**, as do almost a third of Twitter users.

TOP 10 BEHAVIORS ON FACEBOOK

% of Active Users who did the following last month



Question: Thinking about when you use Facebook, can you please tell us if you have done any of the following within the last month? /// **Source:** GlobalWebIndex Q4 2015 /// **Base:** Facebook Active Users aged 16-64, exc. China



Explore this data in PRO Platform /// Click here: [Social Media > Social Platform Past Month Activities > Facebook Actions](#)



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