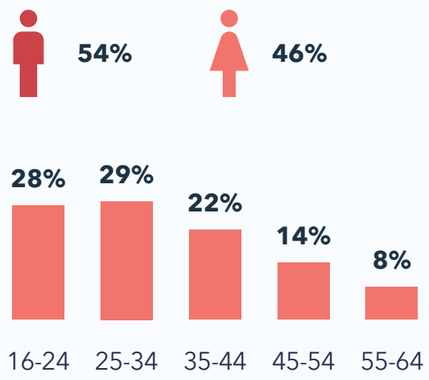
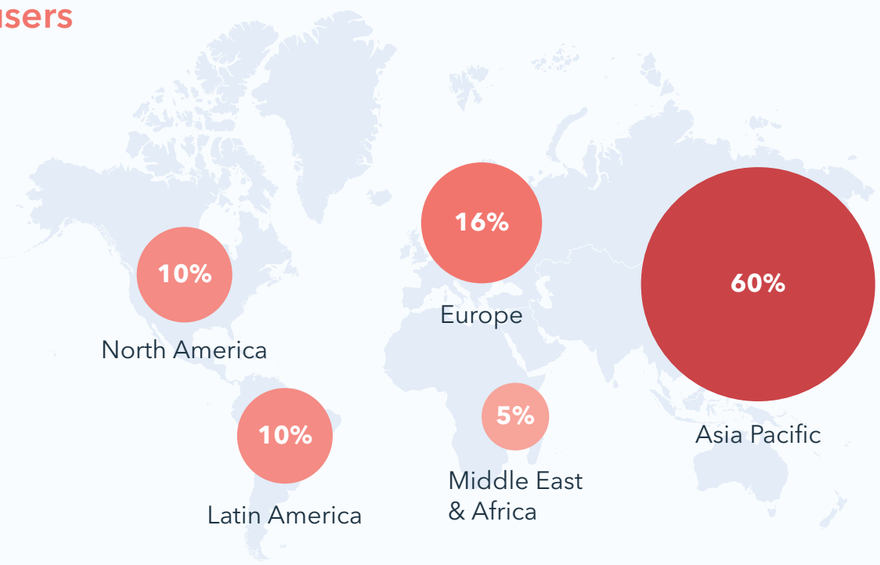
News Networkers

A profile of those who use social media to stay up-to-date with current events and follow journalists or news/media organizations on social media

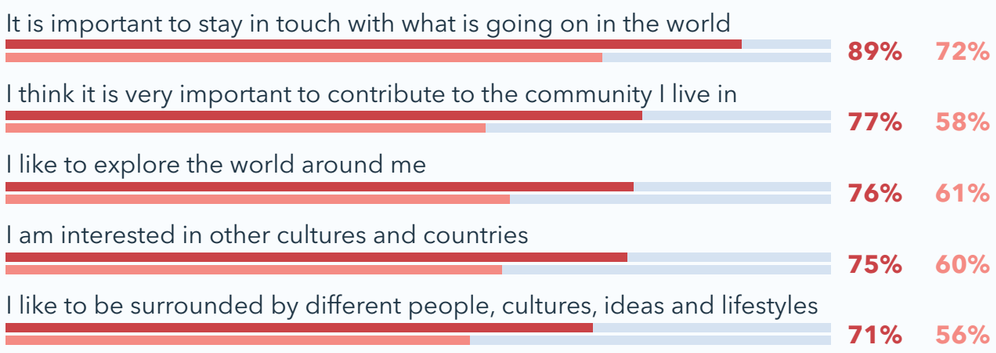
46% of global internet users are News Networkers





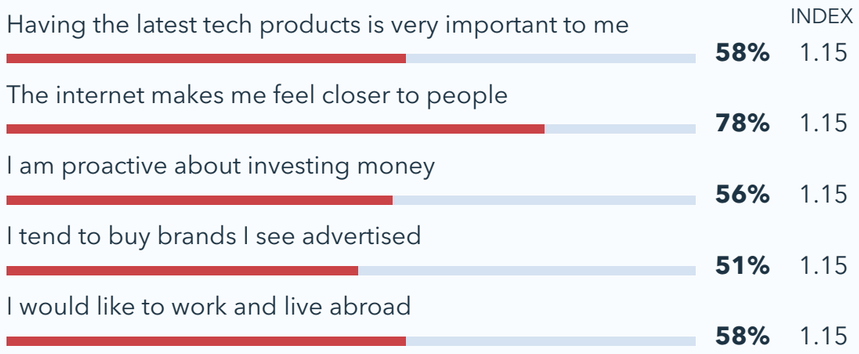
They're curious and have a positive world outlook

OUTLOOK ON WORLD VERSUS NON-NEWS NETWORKERS (% SAYING AGREE/STRONGLY AGREE)



Progressive attitudes make them an attractive brand audience

TOP 5 ATTITUDINAL STATEMENTS BY OVER-INDEXES (% SAYING AGREE/STRONGLY AGREE)



They are twice as likely to be active rather than passive social networkers

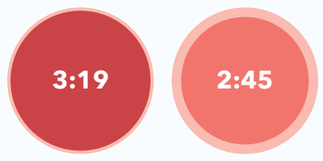
62%
are sharers*

31%
are passive consumers**

● News Networkers ● Non News Networkers

Smartphones are the center of their lives

TIME SPENT ONLINE ON MOBILE (HH:MM)



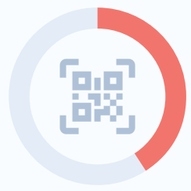
63% say their smartphone is the most important device they own

77% have recently used their smartphone as a second screen while watching TV

RECENT ACTIVITIES ON MOBILE

43%
INDEX 1.21

have used their smartphone to pay for an item or service



41%
INDEX 1.20

have scanned a QR code

38%
INDEX 1.25

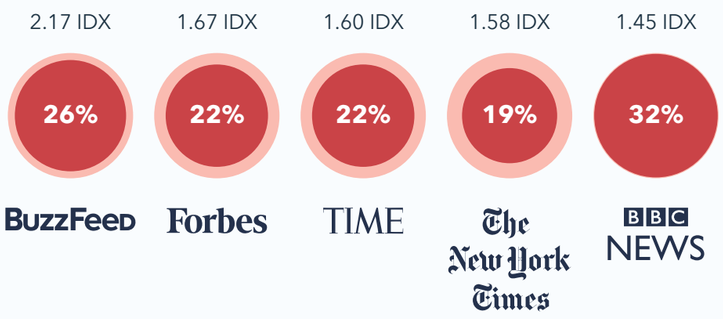
have used a feature/app to organize their life

News Networkers are avid users of tech and digital content

GEN Z (16-21)

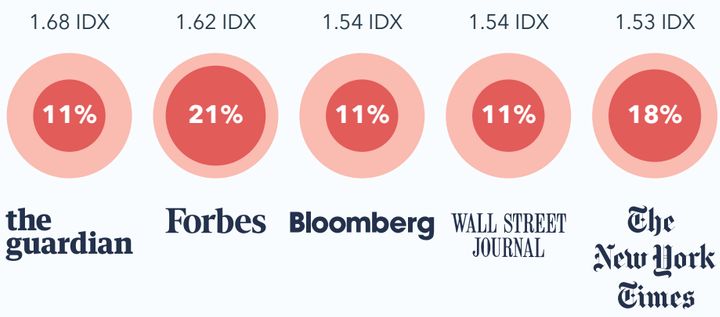
		INDEX
Watched a vlog	63%	1.38
Used voice search or voice command tools	49%	1.33
Used a music-streaming service	80%	1.26
Used an online encyclopedia such as Wikipedia	78%	1.26
Visited / used a blogging service	70%	1.25

TOP ONLINE NEWS SOURCES BY OVER-INDEXES



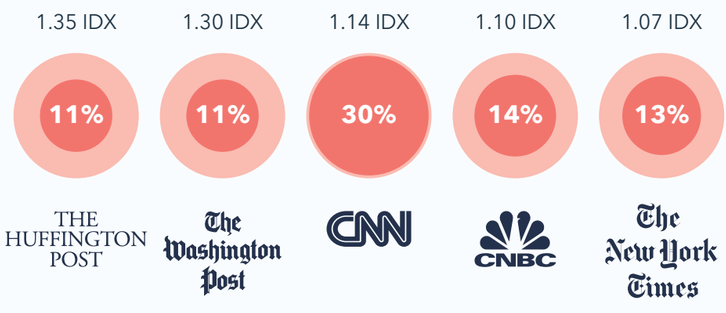
MILLENNIALS (22-35)

		INDEX
Watched a vlog	59%	1.30
Visited a job / recruitment site	61%	1.28
Used voice search or voice command tools	47%	1.28
Visited a business news website	60%	1.27
Listened to or watched a podcast	45%	1.27



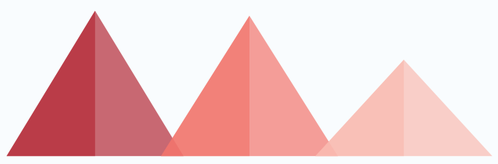
35+

		INDEX
Visited a business news website	55%	1.17
Visited a news website / app / service	92%	1.11
Used a price comparison service	60%	1.10
Used an internet banking service	79%	1.10
Watched sports coverage or highlights online	56%	1.10



Expert and social peers influence purchase decisions

TOP SOURCES FOR RESEARCH BY OVER-INDEX



21% Specialist/ independent review sites

20% Blogs on products/ brands

14% Vlogs (blogs recorded in video form)

6 in 10 News Networkers seek an expert opinion before purchasing

They are vocal about products they like

TOP PRODUCTS DISCUSSED ONLINE IN PAST MONTH

23% Films

21% Mobile phones

20% Music

18% Technology

18% Fashion/ clothing

42% say reviews from other customers would increase their likelihood of buying a product

73% have talked about a product online compared to **31%** of Non News Networkers

TOP MOTIVATIONS FOR DISCUSSING PRODUCTS ONLINE BY OVER-INDEX

		INDEX
Having insider knowledge about the brand or its products	22%	1.24
Access to exclusive content or services	20%	1.23
When something enhances my online reputation / status	16%	1.20

TOP THREE ATTRIBUTES DESIRED FROM BRANDS

29% Provide innovative new products

28% Improve your knowledge and skills

26% Produce eco-friendly products

Unless stated otherwise, all figures are drawn from our Q1 2018 wave of research among 109,780 internet users aged 16-64 in 42 countries. Among this cohort there were 46,725 News Networkers.

*To find out how Sharers are defined, **click here**
**Passive Consumers are those who use social media to fill up spare time or because their friends are on them, and who say they've logged into Facebook, Twitter or Instagram in the last month without posting anything.