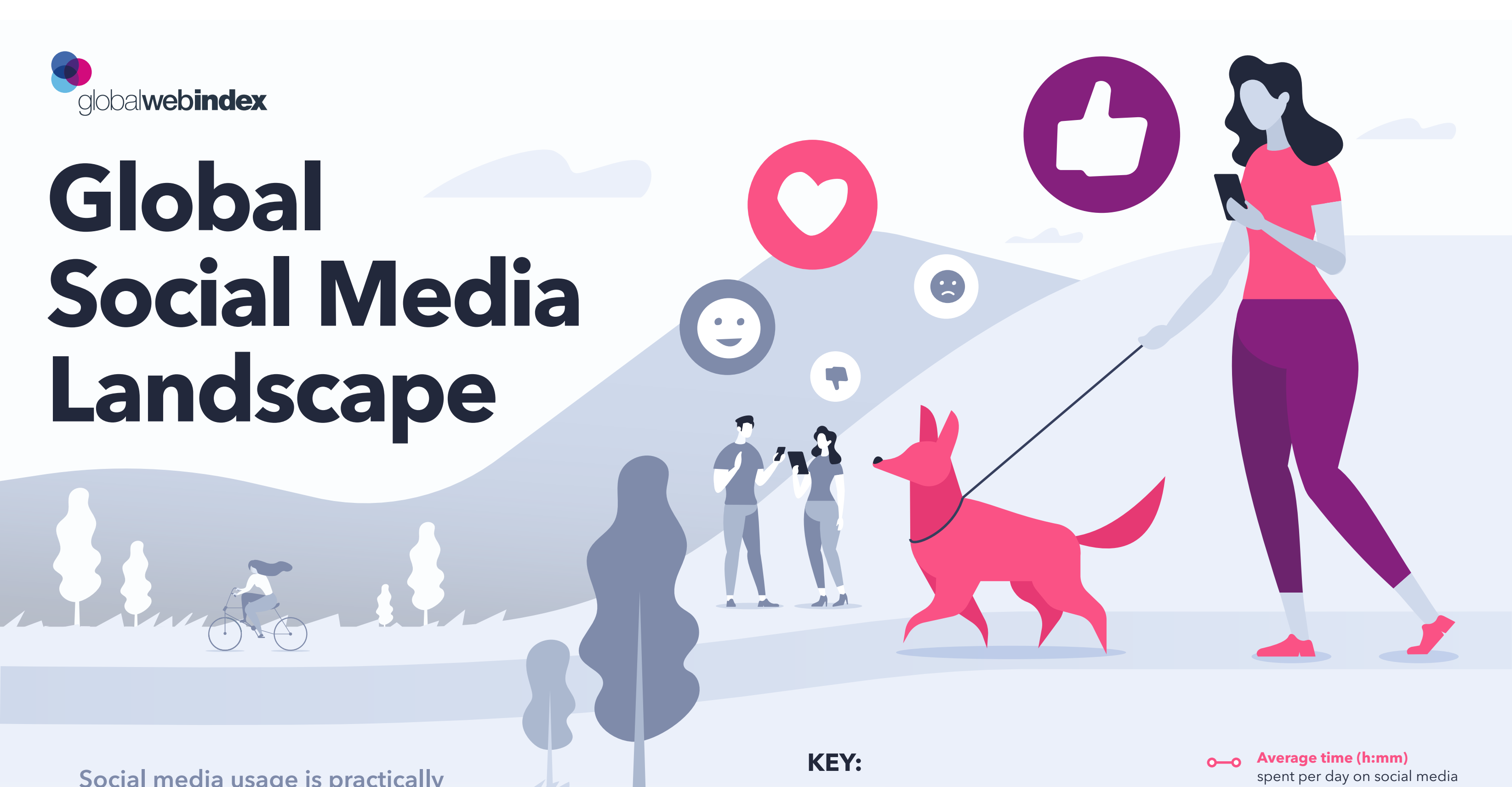


Global Social Media Landscape



Social media usage is practically universal; 93% of baby boomers have visited a social network in the past month

KEY:

XX% % who have visited/used a social network in the past month

○ Average time (h:mm) spent per day on social media

○ Average global time (h:mm) spent per day on social media

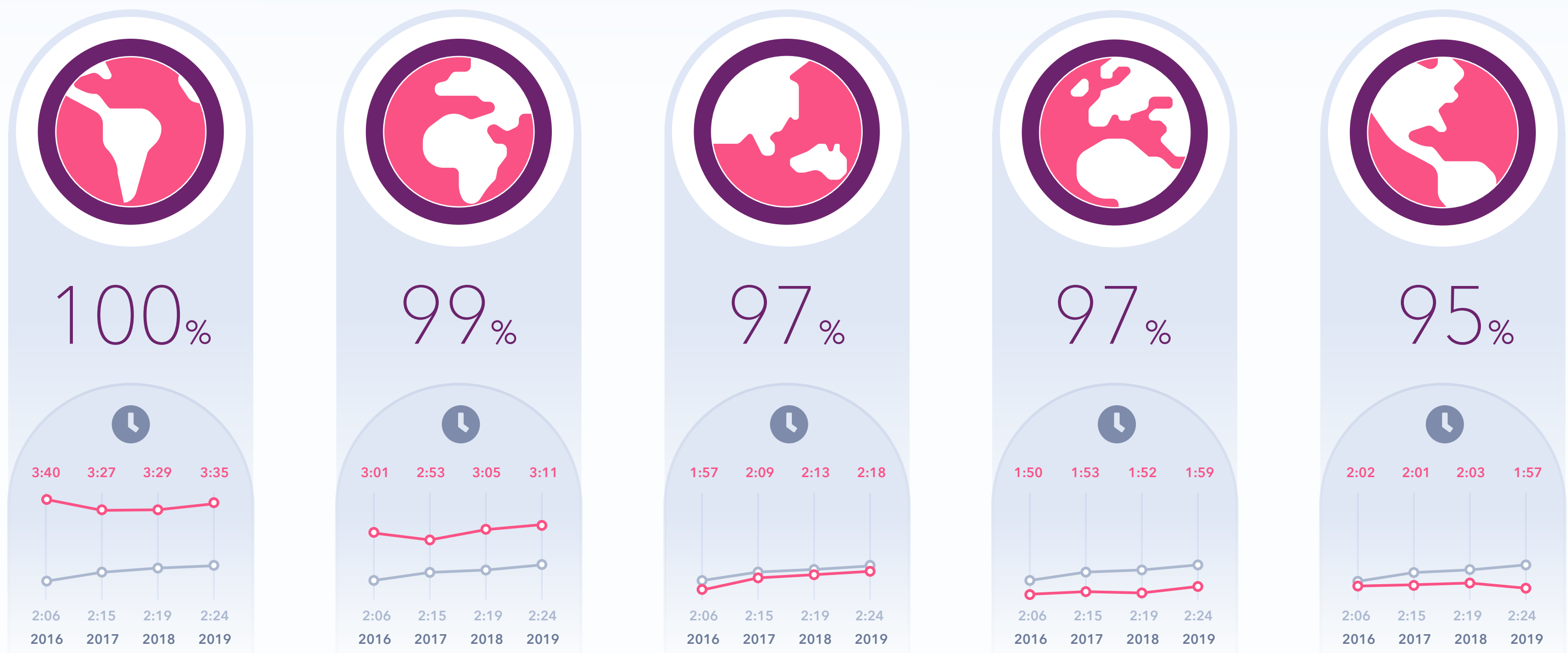
Latin America

Middle East & Africa

Asia Pacific

Europe

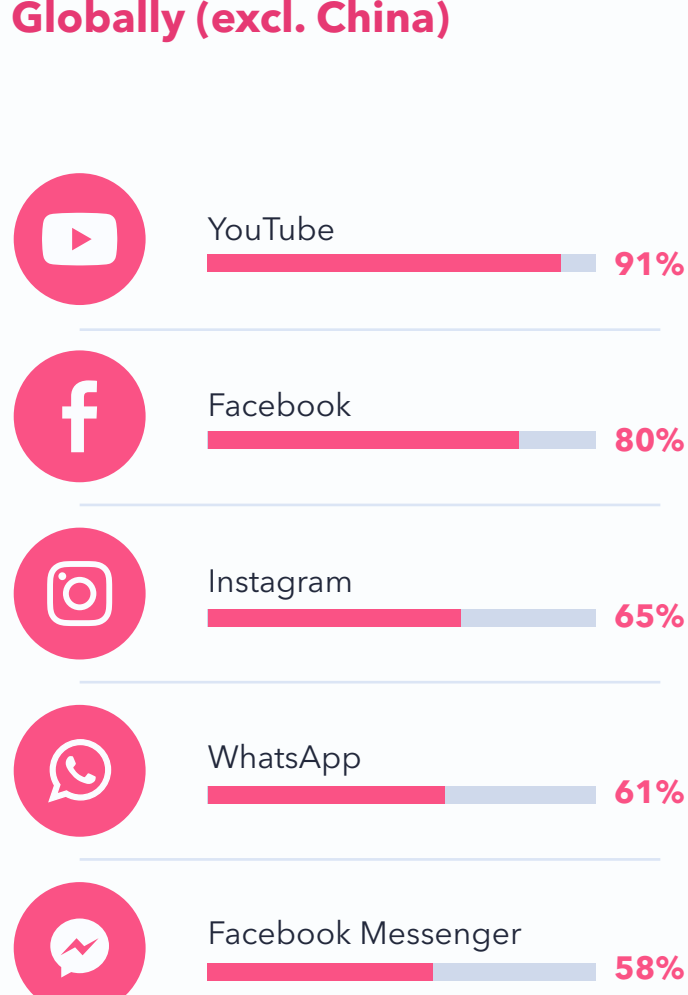
North America



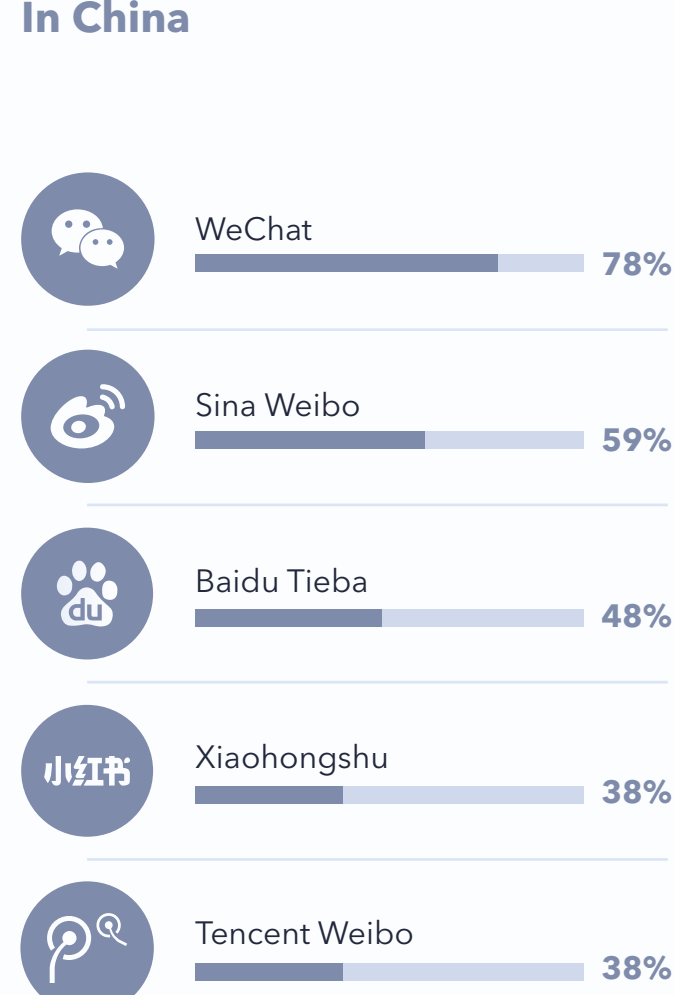
TOP 5 MOST VISITED PLATFORMS

% of social media users who say they have visited or used the following platforms in the last month

Globally (excl. China)

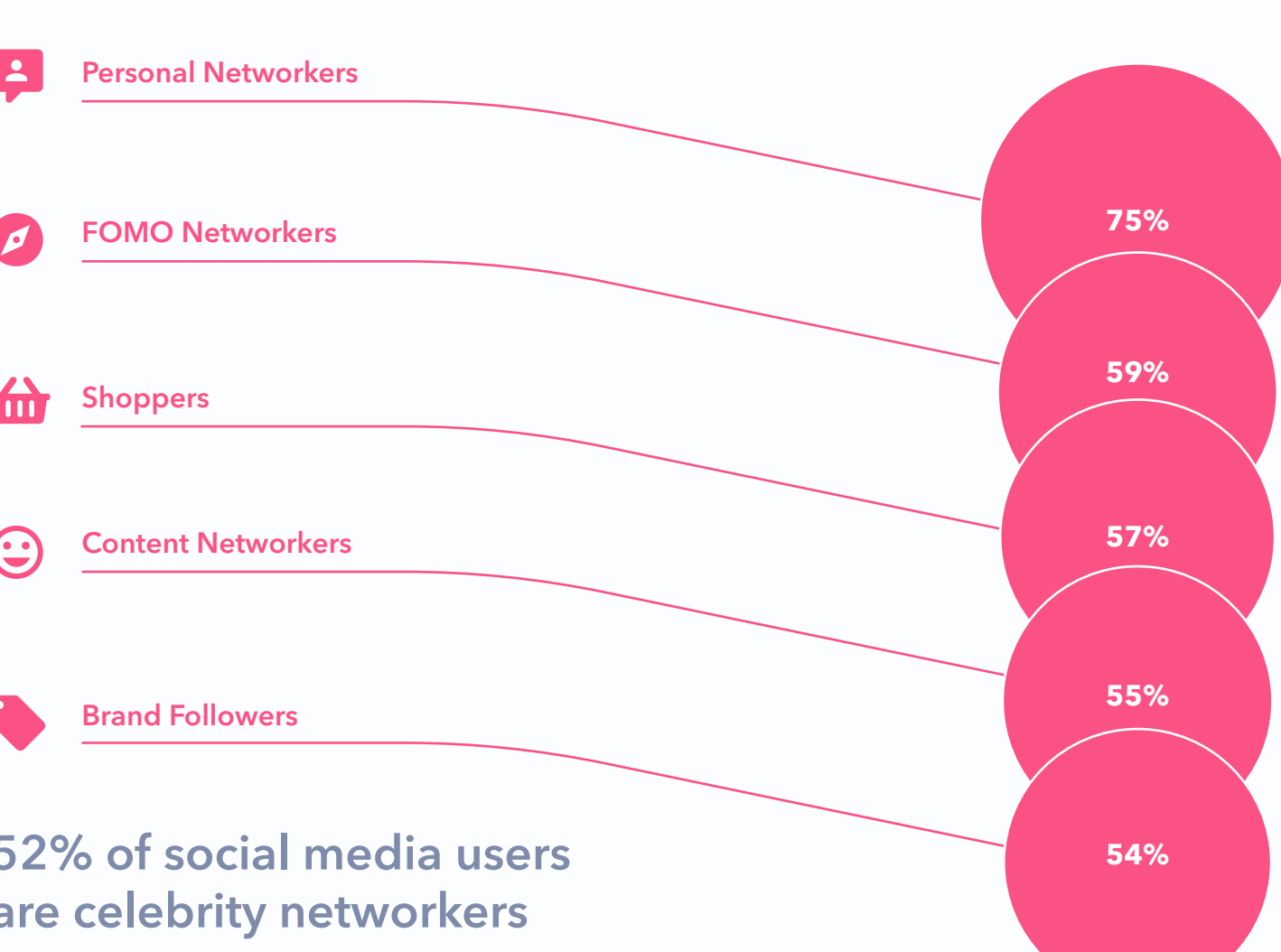


In China



USER SEGMENTS

% who fall into the following social media categories*



KEY:

Reasons for Using Social Media

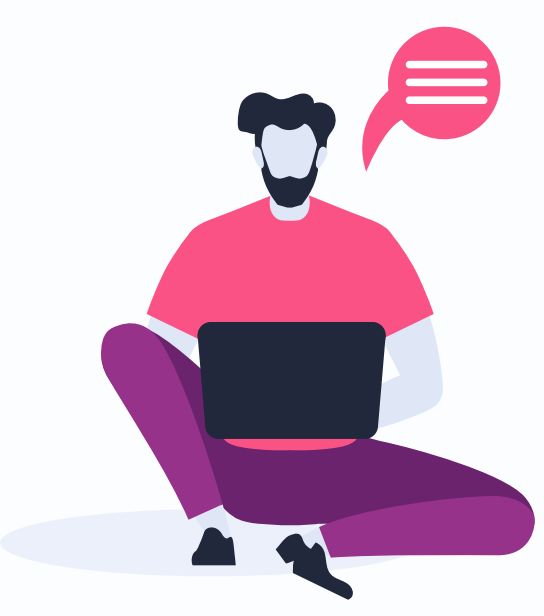
% of social media users who say the following are main reasons for using social media

- Staying in touch with what friends are doing
- To share photos or videos with others
- To research/find products to buy
- To fill up spare time
- To find funny or entertaining content
- Staying up-to-date with news & current events

Types of People Followed

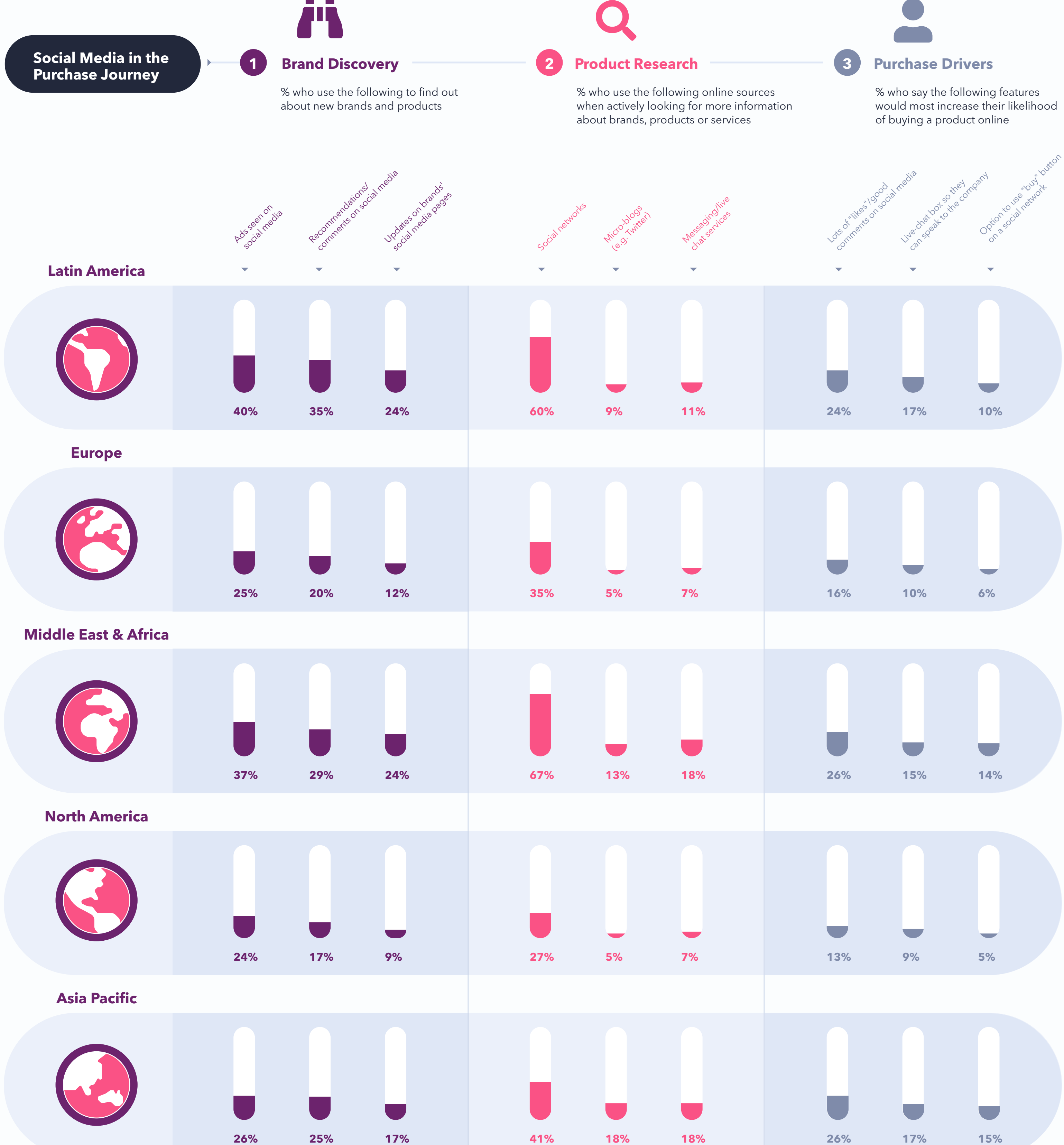
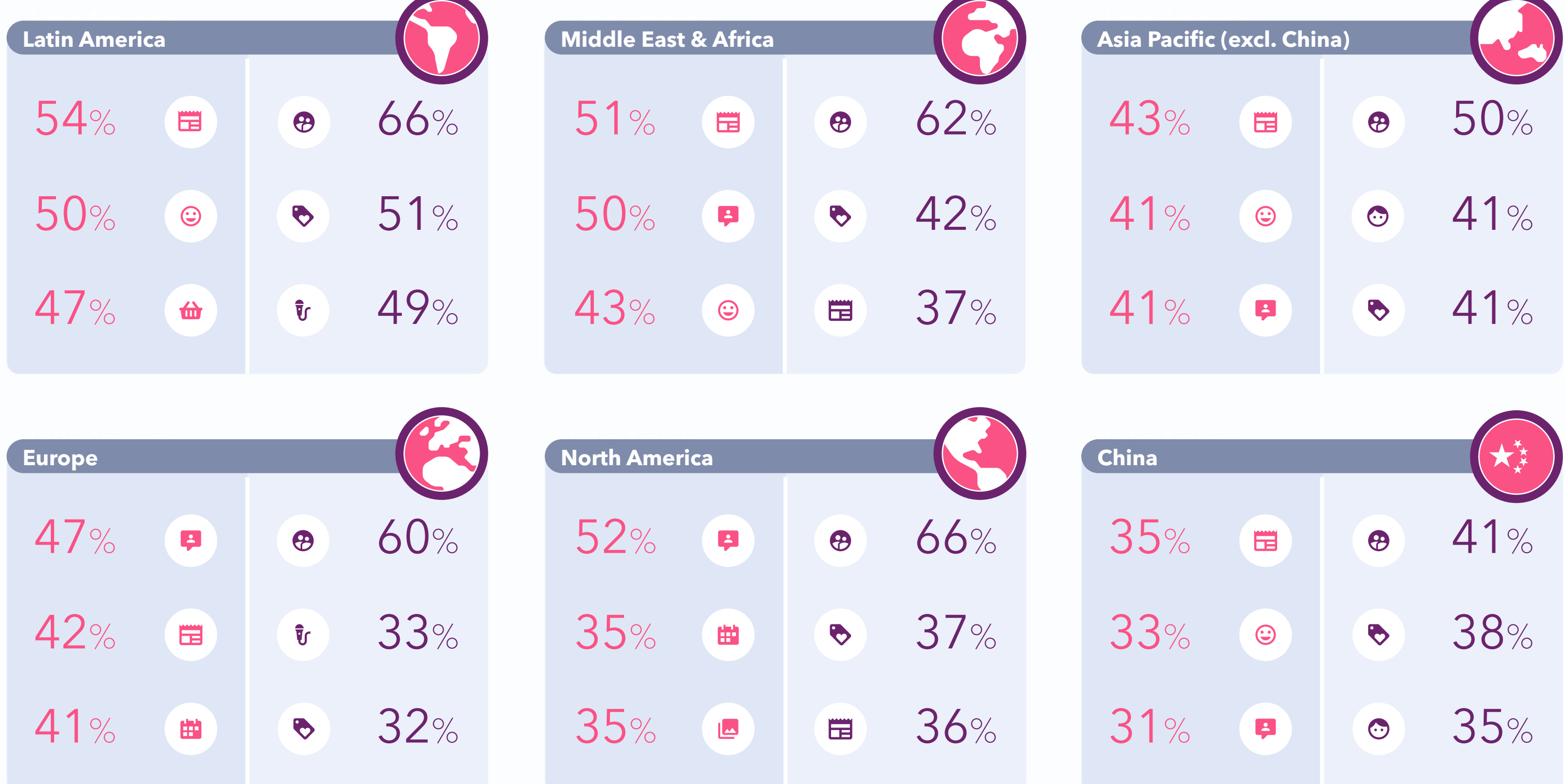
% of social media users who say they follow these types of people on social media

- People you know in real life
- Brands you like
- Singers, musicians or bands
- News/media organizations
- Actors



Social media is universally popular, but use cases vary strongly by region

The percentage of those following brands they like on social media differs across regions



* For more information about how the segments in this question are defined, please [click here](#) to learn more
 All figures are drawn from our Q2 2019 wave of research among 139,698 internet users aged 16-64 in 45 countries. Among this cohort, there were 112,019 social media users, defined as those who have used or visited a social network in the past month on any device.