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# **EDITORIAL**

# Instagram climbs the ladder, TikTok has a long way to go

Instagram has become the best platform for brand advocacy, while TikTok, despite the (positive and negative) hype, is some way behind still.

The dominance of the US tech giants continues. In most countries, more than half of the top 10 most important apps are owned by Facebook or Google. It is especially the Facebook-owned apps which dominate the top lists with Facebook or WhatsApp being named as the most essential app in all countries but Sweden. Also, Instagram is among people's top picks.

Besides being one of the most essential apps, Instagram is also increasing its share of users across all countries and is now the second most used social media in Sweden. At the same time, Instagram is one of the social media that is used most frequently, with more than two-thirds of Instagram users using the platform daily.

All of this, of course, makes Instagram a highly relevant advertising platform, but what makes it particularly interesting to our industry is the fact that it is the social media used by most people to follow brands. In most countries, more than one-third of Instagram users use the platform with the purpose of following brands, indicating that Instagram delivers a platform with users who are highly receptive to commercial engagement.

Finally, we see that the up and coming challenger of the social media world - TikTok - still has a long way to go to become a mainstream platform. Only in the US and Norway, TikTok is used by more than 10% of the online population - and mainly among the younger generation.

#### Rune Werliin

Chief Product Officer @ AudienceProject

# **APPS**

In most countries, more than half of the top 10 most important apps are owned by Facebook and Google. Especially Facebook and WhatsApp are considered crucial apps, being named as the most important app in all countries except Sweden. Also, Instagram is among people's most essential apps. Notably among the younger generation, where it is considered one of the two most important apps across all countries.

# Facebook remains the most important app among Americans

[ Which apps can Americans least do without on their mobile? ]

#### Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

2	U	1	/	(	U	2	)

1	<b>(</b> )	Facebook	26%
2	amazon	Amazon	11%
3		YouTube	11%
4	0	Instagram	10%
5	<b>y</b>	Twitter	8%
6	G	Google Maps	6%
7	<u>}</u>	Snapchat	6%
8	0	Chrome	5%
9	The Weather Channel	The Weather Channel	5%
10	M	Gmail	5%

#### 2018 (Q4)

Facebook

21%

•		raccook	2170
2	0	Instagram	11%
3	M	Gmail	8%
4	7	Twitter	7%
5		Google Maps	7%
6		YouTube	7%
7		Messenger	6%
8	<u>()</u>	Snapchat	5%
9	0	Chrome	5%
10	G	Google	4%

#### 2019 (Q3)

1	F	Facebook	21%
2	0	Instagram	11%
3	M	Gmail	8%
4		YouTube	8%
5		Snapchat	6%
6		Messenger	6%
7	7	Twitter	6%
8		Google Maps	6%
9	G	Google	5%
10	amazon	Amazon	4%

#### 2020 (Q3)

1		Facebook	17%	0
2	0	Instagram	13%	0
3	M	Gmail	9%	0
4		YouTube	8%	0
5	7	Twitter	7%	+2
6	0	Chrome	6%	+5
7		Google Maps	6%	+1
8	O	WhatsApp	5%	+5
9	amazon	Amazon	5%	+1
10		Messenger	5%	-4

# Instagram is the most important app among the 15-35-year-old Americans

[ Which apps can Americans least do without on their mobile? ]

Men	15-25	26-35	
1 👍 Facebook 15%	1 O Instagram 27%	1 📵 Instagram 19%	
2 PouTube 10%	2 • YouTube 17%	2 👍 Facebook 16%	
3 O Instagram 10%	3 🚺 Snapchat 15%	3 PouTube 12%	
4 💟 Twitter 10%	4 💟 Twitter 13%	4 💟 Twitter 10%	Note:
5 M Gmail 9%	5 😝 Facebook 12%	5 M Gmail 10%	The figures represent how many that name the following apps as one of the three apps they least can do without
Women	36-45	46-55	56+
1 Facebook 18%	1 😝 Facebook 22%	1 👍 Facebook 17%	1 Facebook 17%
2 o Instagram 16%	2 o Instagram 11%	2 M Gmail 11%	2 Google Maps 8%
3 M Gmail 9%	3 M Gmail 10%	3 Google Maps 8%	3 M Gmail 7%
4 Amazon 7%	4 amazon 7%	4 O Instagram 8%	4 Amazon 6%
5 PouTube 6%	5 💟 Twitter 7%	5 Amazon 8%	<b>5 G</b> Google <b>5%</b>

# WhatsApp remains the most important app among Brits

[ Which apps can Brits least do without on their mobile? ]

#### Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

#### 2017 (Q2)

1	<b>(</b>	Facebook	32%
2	O	WhatsApp	18%
3		Messenger	11%
4	7	Twitter	10%
5	0	Instagram	9%
6		Google Maps	8%
7	<u>}</u>	Snapchat	6%
8		YouTube	6%
9	amazon	Amazon	6%
10	ebay	eBay	5%

#### 2018 (Q4)

Facebook

2	O	WhatsApp	23%
3	0	Instagram	12%
4		Messenger	8%
5	7	Twitter	8%
6	M	Gmail	7%
7	G	Google Maps	7%
8		Spotify	6%
9	NEWS	BBC News	5%
10	<u></u>	Snapchat	5%

#### 2019 (Q3)

1	(2)	WhatsApp	27%
2	<b>F</b>	Facebook	23%
3	0	Instagram	12%
4		Messenger	10%
5	M	Gmail	7%
6	7	Twitter	7%
7		Spotify	7%
8		Google Maps	7%
9	MEWS	BBC News	6%
10	0	Chrome	5%

#### 2020 (Q3)

1		WhatsApp	24%	0
2	<b>(</b>	Facebook	15%	0
3	0	Instagram	10%	0
4		Messenger	6%	0
5	<b>y</b>	Twitter	5%	+1
6	M	Gmail	4%	-1
7		Spotify	4%	0
8		Google Maps	4%	0
9	G	Google	4%	+4
10	MEWS	BBC News	4%	-1

# Instagram is the most important app among the 15-25-year-old Brits

[ Which apps can Brits least do without on their mobile? ]

Men	15-25	26-35
1 NhatsApp 21%	1 O Instagram 27%	1 NhatsApp 32%
2 😝 Facebook 12%	2 NhatsApp 19%	2 Facebook 13%
3 V Twitter 6%	3 🔗 Messenger 13%	3 O Instagram 13%
4 🜀 Instagram 6%	4 🜔 Snapchat 12%	4 Messenger 7%
5 😞 Messenger 5%	5 Facebook 10%	The figures represent how many that name the following apps as one of the three apps they least can do without
Women	36-45	46-55 56+
1 NhatsApp 25%	1 NhatsApp 26%	1 (S) WhatsApp 20% 1 (S) WhatsApp 199
2 Facebook 16%	2 Facebook 16%	2 👍 Facebook 18% 2 👍 Facebook 129
3 🜀 Instagram 13%	3 Google Maps 5%	3 💟 Twitter 7% 3 G Google 89
4 😞 Messenger 7%	4 Spotify 5%	4 BBC News 5% 4 BBC News 69
5 M Gmail 4%	5 🍒 Outlook 5%	5 Spotify 5% 5 📮 Outlook 49

WhatsApp is by far the most important app among Germans

[ Which apps can Germans least do without on their mobile? ]

#### 2020 (Q3)

WhatsApp 6

2 👍 Facebook 15%

3 👩 Instagram 12%

**4 G** Google **7%** 

5 🔼 YouTube 6%

6 🮇 Google Maps 6%

7 🥌 Amazon 4%

Spotify 4%

eBay Kleinanzeigen **4%** 

10 M Gmail 4%

#### Note:

The figures represent how many that name the following apps as one of the three apps they least can do without



# WhatsApp is the most important app among all age groups in Germany

[ Which apps can Germans least do without on their mobile? ]

Men	15-25	26-35	
1 NhatsApp 54%	1 🕓 WhatsApp 76%	1 🕓 WhatsApp 66%	
2 Facebook 10%	2 O Instagram 30%	2 O Instagram 22%	
3 O Instagram 8%	3 • YouTube 22%	3 Facebook 16%	
4 P YouTube 8%	4 😝 Facebook 13%	4 Spotify 9%	Note:
5 Google Maps 8%	5 Spotify 6%	5 P YouTube 8%	The figures represent how many that name the following apps as one of the three apps they least can do without
Women	36-45	46-55	56+
1 NhatsApp 67%	1 WhatsApp 62%	1 NhatsApp 57%	1 NhatsApp 50%
2 Facebook 21%	2 Facebook 20%	2 Facebook 16%	2 Facebook 14%
3 O Instagram 16%	3 O Instagram 9%	<b>3 G</b> Google <b>7%</b>	<b>3 G</b> Google <b>12%</b>
4 G Google 8%	4 🤇 Google Maps 6%	4 O Instagram 6%	4 Google Maps 7%
5 eBay 5% Kleinanzeigen	5 eBay Kleinanzeigen 6%	5 Google Maps 6%	5 eBay Kleinanzeigen 4%

# Facebook regains its position as the most important app in Denmark

[ Which apps can Danes least do without on their mobile? ]

#### Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

	2	017 (Q2)			2	018 (Q4)			2	019 (Q3)				2020 (Q3)		
												'				
1	<b>(7</b> )	Facebook	30%	1	<b>(7</b> )	Facebook	26%	1	<b>(</b>	MobilePay	25%		1	Facebook	25%	+1
2	B	MobilePay	24%	2	B	MobilePay	26%	2	<b>(1</b> )	Facebook	24%		2	MobilePay	25%	-1
3		Messenger	11%	3		Messenger	12%	3		Messenger	15%		3 🧲	Messenger	18%	0
4	•	Rejseplanen	8%	4	0	Instagram	11%	4	0	Instagram	13%		4 (	Instagram	13%	0
5		Spotify	7%	5	<u>{</u>	Snapchat	7%	5		Snapchat	8%		5 🥊	Snapchat	7%	0
6	M	Gmail	7%	6	e	e-Boks	7%	6	<u>•</u>	Rejseplanen	6%		6 -	NemID nøgleapp	7%	+11
7	<u>{}</u>	Snapchat	7%	7	<b>•</b>	Rejseplanen	7%	7		Google Maps	6%		7 🦻	Google Maps	6%	0
8	$\Phi$	DMI Vejr	6%	8	G	Google	5%	8	M	Gmail	5%		в	e-Boks	6%	+1
9	<b>6</b>	Google Maps	6%	9	M	Gmail	5%	9	е	e-Boks	5%	,	9	Spotify	6%	+3
10		Instagram	6%	10	G T	Google Maps	4%	10		YouTube	4%		10 🤨	▶ Rejseplanen	5%	-4

# MobilePay is the most important app among men and the older Danes

[ Which apps can Danes least do without on their mobile? ]

Men	15-25	26-35	
1 S MobilePay 23%	1 Messenger 54%	1 Facebook 30%	
2 Facebook 20%	2 O Instagram 35%	2 O Instagram 29%	
3 Messenger 10%	3 😝 Facebook 34%	3 Messenger 22%	
4 NemID 8%	4 <equation-block> Snapchat 24%</equation-block>	4 6 MobilePay 18%	Note:
5 Google Maps 8%	5 🕟 MobilePay 19%	5 🚺 Snapchat 10%	The figures represent how many that name the following apps as one of the three apps they least can do without
Women	36-45	46-55	56+
1 Facebook 30%	1 Facebook 28%	1 6 MobilePay 29%	1
2 S MobilePay 27%	2 S MobilePay 21%	2 f Facebook 23%	2 Facebook 18%
3 Messenger 26%	3 Nessenger 11%	3 😞 Messenger 13%	3 🥋 Coop 8%
		· ·	
4 O Instagram 20%	4 <b>e</b> e-Boks <b>9%</b>	4 NemID 10%	4 <b>G</b> Google <b>8</b> %

# BankID is considered increasingly important among Swedes

[ Which apps can Swedes least do without on their mobile? ]

#### Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

#### 2017 (Q2)

1	in Bank ID	BankID säkerhetsapp	23%
2	•	Facebook	22%
3	O	Instagram	15%
4		Spotify	15%
5	0	Swish payments	11%
6		Swedbank privat	8%
7	<u>(1)</u>	Snapchat	7%
8		Messenger	7%
9	M	Gmail	5%
10	SMHI	SMHI Väder	5%

#### 2018 (Q4)

BankID

'	BankID	säkerhetsapp	29%
2	0	Instagram	19%
3	<b>f</b>	Facebook	17%
4	0	Swish payments	17%
5		Spotify	11%
6		Messenger	11%
7		Swedbank privat	7%
8		Snapchat	7%
9	O	WhatsApp	4%
10		YouTube	4%

#### 2019 (Q3)

1	Barkid	BankID säkerhetsapp	29%
2	0	Swish payments	17%
3	0	Instagram	14%
4	<b>(1</b> )	Facebook	13%
5		Messenger	10%
6		Spotify	10%
7		Swedbank privat	7%
8		Snapchat	6%
9	O	WhatsApp	4%
10	Nordeo	Nordea Mobile	4%

#### 2020 (Q3)

1	Bankid	BankID säkerhetsapp	30%	0
2	0	Swish payments	16%	0
3	0	Instagram	16%	0
4	<b>(1</b> )	Facebook	16%	0
5		Messenger	11%	0
6		Spotify	10%	0
7	<u></u>	Snapchat	6%	+1
8		Swedbank privat	6%	-1
9	M	Gmail	4%	+4
10	O	WhatsApp	4%	-1

# Instagram is the most important app among the 15-25-year-old Swedes

[ Which apps can Swedes least do without on their mobile? ]

Men	15-25	26-35	
1 BankID 31%	1 O Instagram 37%	1 BankID 38%	
2 Swish payments 16%	2 <equation-block> Snapchat 26%</equation-block>	2 🜀 Instagram 21%	
3 Facebook 15%	3 🕢 Messenger 24%	3 Swish payments 18%	Noto
4 Spotify 9%	4 Spotify 22%	4 🕢 Messenger 17%	Note:
5 O Instagram 9%	5 🙇 BankID 18% säkerhetsapp	5 Facebook 17%	The figures represent how many that name the following apps as one of the three apps they least can do without
Women	36-45	46-55	56+
1 BankID 29% säkerhetsapp	1 🚨 BankID 30% säkerhetsapp	1 BankID 32% säkerhetsapp	1 BankID säkerhetsapp 31%
2 o Instagram 23%	2 Swish payments 18%	2 Facebook 20%	2 Swish payments 17%
3 () Swish payments 17%	3 😝 Facebook 16%	3 () Swish payments 19%	3 Facebook 14%
· ·		paymems	
4 Facebook 17%	4 O Instagram 14%	4 Spotify 8%	4 O Instagram 7%

# Facebook remains the most important app among Norwegians

[ Which apps can Norwegians least do without on their mobile? ]

#### Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

	2	017 (Q2)			2	018 (Q4)				2	019 (Q3)			2	020 (Q3)		
1	•	Facebook	32%	1	<u> </u>	Snapchat	21%		1	<b>(</b> )	Facebook	21%	1	<b>(7</b> )	Facebook	19%	0
2		Snapchat	23%	2	•	Facebook	21%	:	2	<u></u>	Snapchat	20%	2	<u>{</u>	Snapchat	19%	0
3		Spotify	15%	3		Messenger	14%	;	3	O	Instagram	17%	3	0	Instagram	16%	0
4	<b>O</b>	Instagram	14%	4	0	Instagram	12%		4		Messenger	15%	4		Messenger	12%	0
5		Messenger	13%	5		Spotify	10%	Į	5		Spotify	10%	5	C	Vipps	9%	+1
6	<b>YR</b>	Yr	8%	6	C	Vipps	10%	•	6	C	Vipps	9%	6		Spotify	7%	-1
7	C	Vipps	8%	7	<b>YR</b>	Yr	7%		7	<b>YR</b>	Yr	7%	7	<b>YR</b>	Yr	6%	0
8	VB	VG	7%	8	9	Chrome	4%	;	8	#	RuterBillett	5%	8		YouTube	4%	+5
9	M	Gmail	5%	9	#	RuterBillett	4%	,	9	0	Chrome	4%	9	#	RuterBillett	4%	-1
10		YouTube	4%	10	M	Gmail	4%		10	VG	VG	3%	10	VB	VG	4%	0

# Snapchat is the most important app among women and the younger Norwegians

[ Which apps can Norwegians least do without on their mobile? ]

Men	15-25	26-35	
1 😝 Facebook 18%	1 🚺 Snapchat 46%	1 🚺 Snapchat 27%	
2 🚺 Snapchat 16%	2 O Instagram 39%	2 O Instagram 26%	
3 O Instagram 12%	3 😞 Messenger 18%	3 Facebook 23%	
4 <b>U</b> Vipps 9%	4 😝 Facebook 17%	4 A Messenger 20%	Note:
5 🕢 Messenger 8%	5	5 Spotify 8%	The figures represent how many that name the following apps as one of the three apps they least can do without
Women	36-45	46-55	56+
1 🚺 Snapchat 21%	1 Facebook 22%	1 😝 Facebook 17%	1 Facebook 17%
2 Facebook 20%	2 🚺 Snapchat 16%	2 Uipps 14%	2
3 O Instagram 20%	3 🕗 Messenger 12%	3	3 Uipps 11%
4 🕢 Messenger 16%	4 O Instagram 10%	4 🚺 Snapchat 8%	4 <b>G</b> Google <b>7%</b>
5 Vipps 9%	5 🕓 Vipps 8%	5 😞 Messenger 7%	5 # RuterBillett 6%

# WhatsApp remains the most important app among Finns

[ Which apps can Finns least do without on their mobile? ]

#### Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

1	O	WhatsApp	39%
2	<b>(</b>	Facebook	30%
3		Spotify	16%
4	0	Instagram	14%
5		YouTube	9%
6		Google Maps	7%
7	M	Gmail	6%
8		Messenger	6%
9	<u></u>	Snapchat	6%
10	yle	YLE Areena	6%

#### 2018 (Q4)

1		WhatsApp	49%
2	•	Facebook	24%
3	0	Instagram	21%
4		Spotify	10%
5	<b>B</b>	Snapchat	9%
6		YouTube	7%
7	M	Gmail	6%
8		Messenger	6%
9	<b>(1)</b>	OP-mobiili	6%
10		Google Maps	5%

#### 2019 (Q3)

1		WhatsApp	53%
2	<b>(</b>	Facebook	23%
3	0	Instagram	23%
4		Spotify	10%
5		Snapchat	8%
6	M	Gmail	8%
7	<b>⊕</b>	OP-Mobiili	7%
8		YouTube	6%
9		Messenger	6%
10	Nordea	Nordea Mobile	5%

#### 2020 (Q3)

1	(5)	WhatsApp	47%	0
2	<b>(</b>	Facebook	26%	0
3	0	Instagram	24%	0
4		Spotify	10%	0
5	<b>(</b>	OP-Mobiili	7%	+2
6	M	Gmail	6%	0
7	Nordea	Nordea Mobile	6%	+3
8		Snapchat	6%	-3
9		Messenger	5%	0
10	G	Google	5%	+6

# WhatsApp is the most important app among all age groups in Finland

[ Which apps can Finns least do without on their mobile? ]

Men	15-25	26-35	
1 NhatsApp 38%	1 (S) WhatsApp 54%	1 NhatsApp 59%	
2 Facebook 17%	2 O Instagram 52%	2 O Instagram 37%	
3 O Instagram 11%	3 😝 Facebook 30%	3 Facebook 24%	N .
4 Spotify 9%	<b>4</b> 🚺 Snapchat <b>28%</b>	4 Spotify 15%	Note:
5	5 Spotify 18%	5 👴 OP-Mobiili 11%	The figures represent how many that name the following apps as one of the three apps they least can do without
Women	36-45	46-55	56+
1 NhatsApp 55%			
. 5	1 🕓 WhatsApp 44%	1 NhatsApp 45%	1 NhatsApp 35%
2 (i) Instagram 37%	1 (S) WhatsApp 44% 2 (F) Facebook 23%	1 (S) WhatsApp 45% 2 Facebook 30%	1 (S) WhatsApp 35% 2 Facebook 24%
2 O Instagram 37%	2 Facebook 23%	2 Facebook 30%	2 Facebook 24%

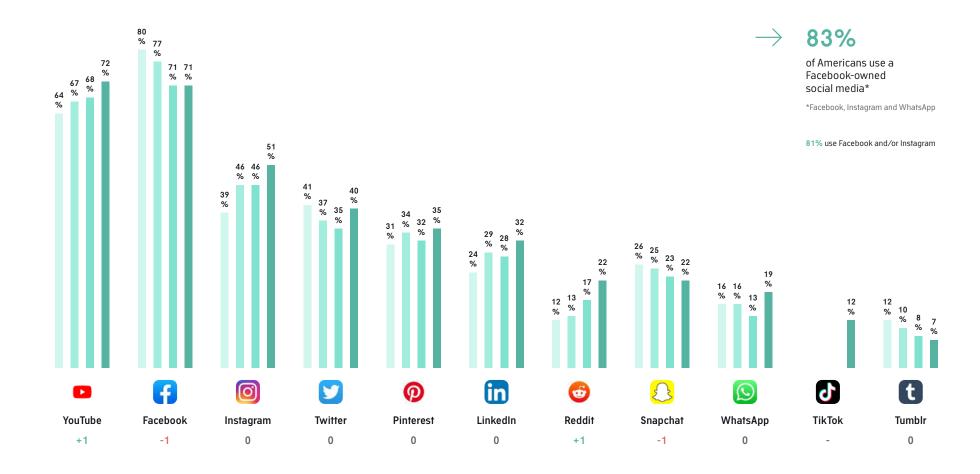
# **SOCIAL MEDIA**

More than eight out of ten people across all countries use a Facebook-owned social media. Though Facebook is the most used social media, it is mainly WhatsApp and Instagram attracting new users. In all countries, more people use Instagram, and among the younger generation, it is one of the most popular social media. Additionally, Instagram is the social media used by most people to follow brands.

#### YouTube is now the most used social media in the US

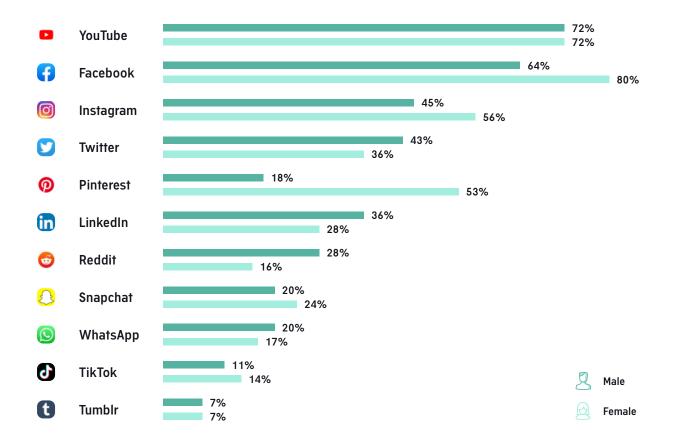
[ How many Americans use the following social media? ]





# Three quarters of both genders in the US use YouTube

[ How many Americans use the following social media? ]

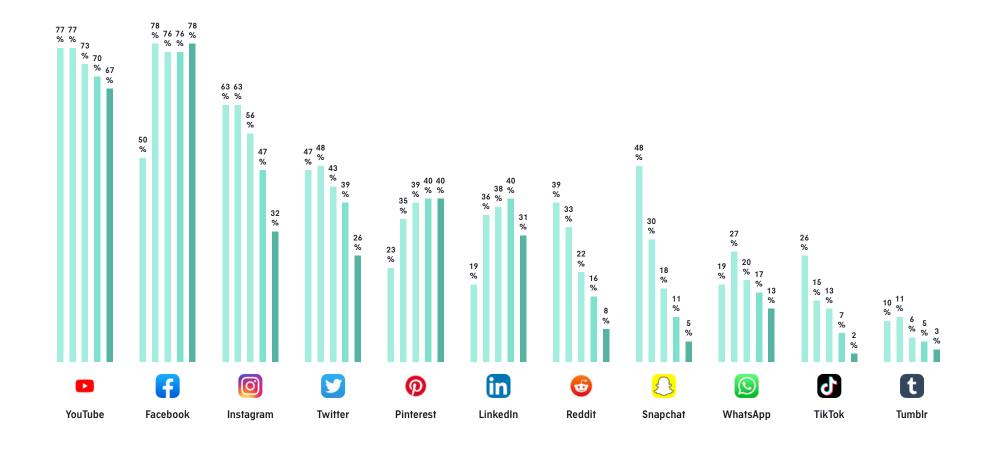




### Facebook is only used by half of the 15-25-year-olds in the US

[ How many Americans use the following social media? ]



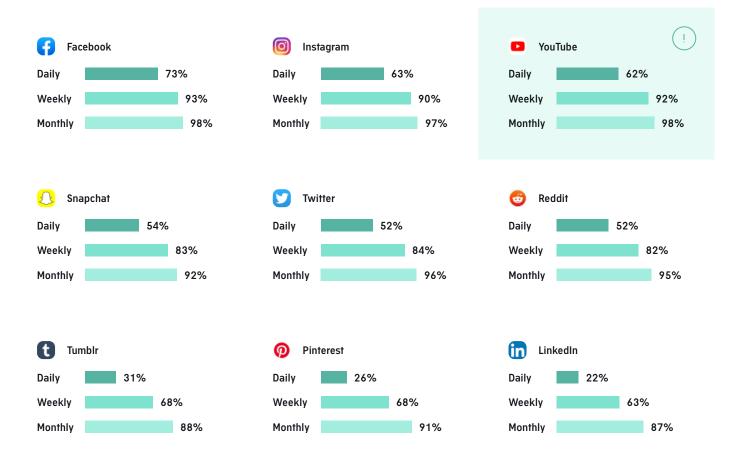


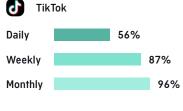
### Two thirds of American YouTube users use the platform daily

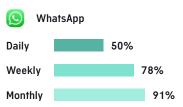
[ How often do Americans use the following social media? ]

#### Note:

The figures represent how often the ones using the following social media are using the social media



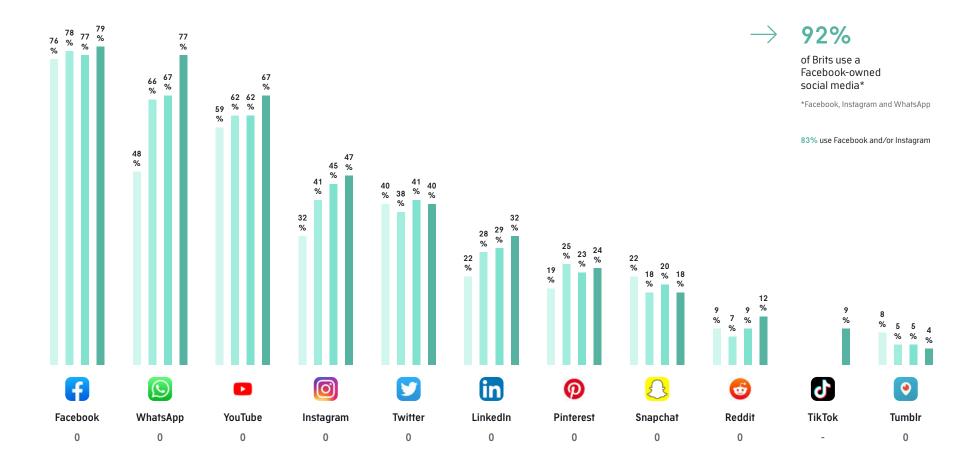




### WhatsApp is closing in on Facebook as the most used social media in the UK

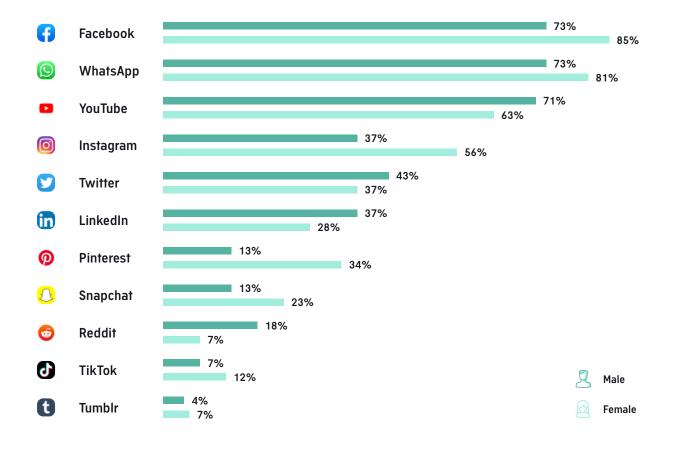
[ How many Brits use the following social media? ]





### Facebook and WhatsApp are equally used by British men

[ How many Brits use the following social media? ]

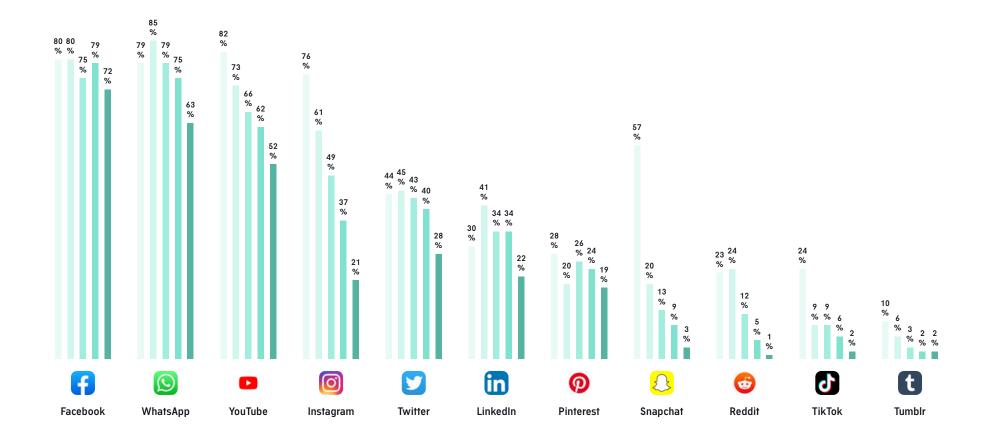




### WhatsApp is the most used social media by younger people in the UK

[ How many Brits use the following social media? ]



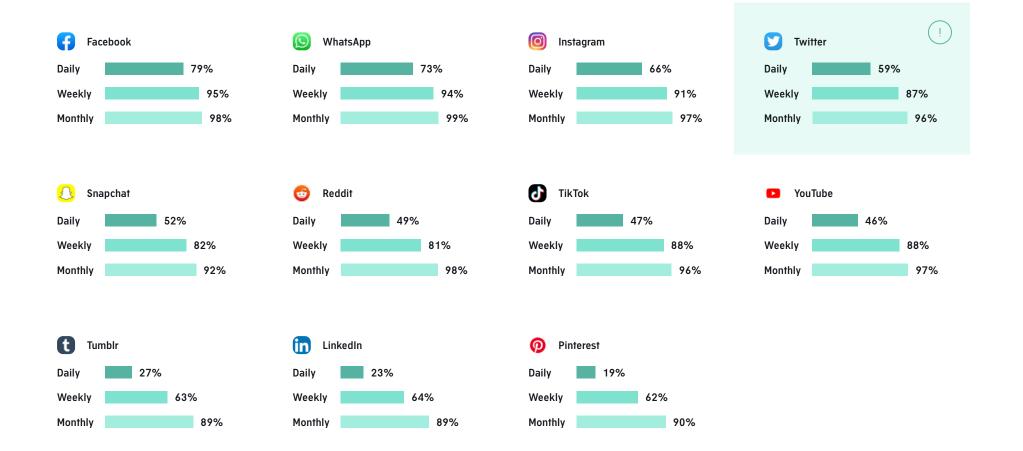


### Six out of ten British Twitter users use the platform daily

[ How often do Brits use the following social media? ]

#### Note:

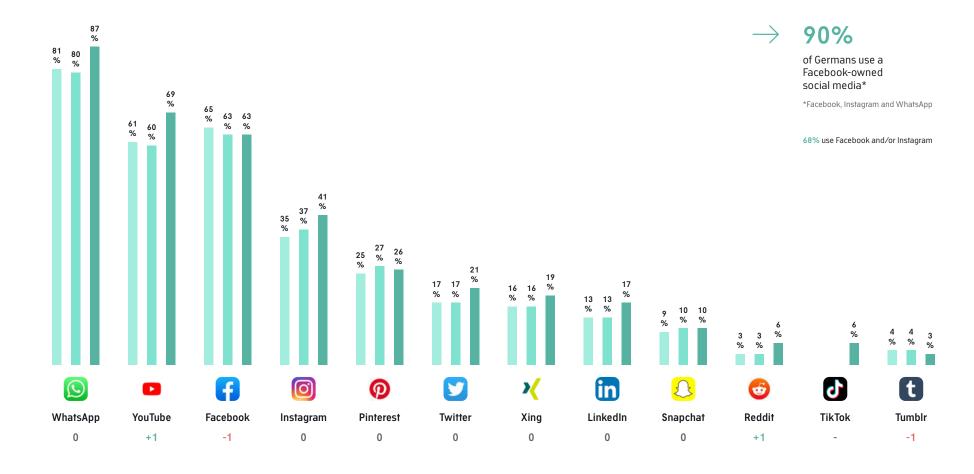
The figures represent how often the ones using the following social media are using the social media



### Facebook drops to the third most used social media in Germany

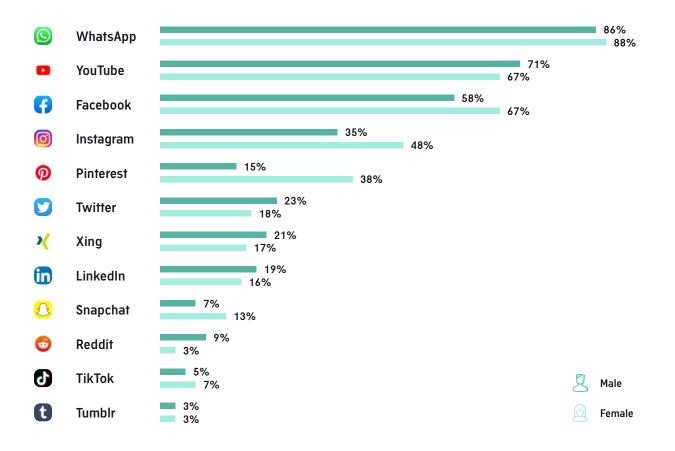
[ How many Germans use the following social media? ]





### WhatsApp is highly used by both genders in Germany

[ How many Germans use the following social media? ]



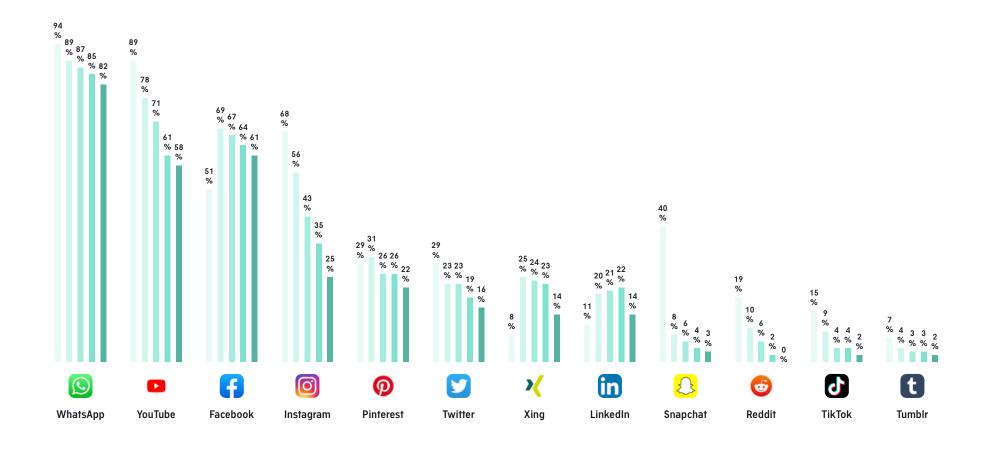


### Facebook is only used by half of the 15-25-year-olds in Germany

[ How many Germans use the following social media? ]



15-25



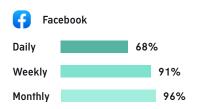
### Nine out of ten German WhatsApp users use the platform daily

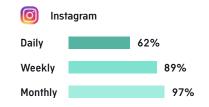
[ How often do Germans use the following social media? ]

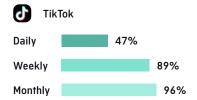
#### Note:

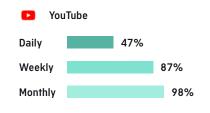
The figures represent how often the ones using the following social media are using the social media

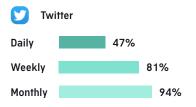


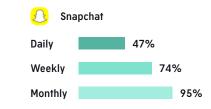


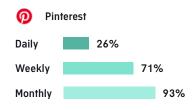


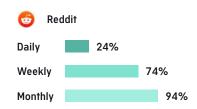


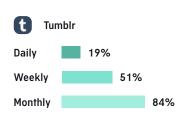


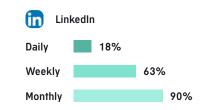


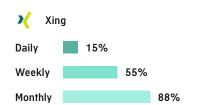








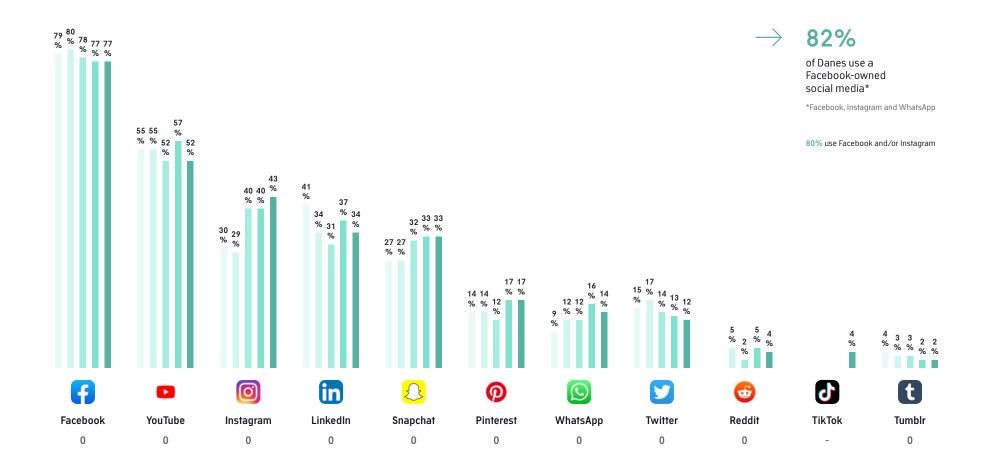




### Instagram is the only social media in Denmark increasing the share of users

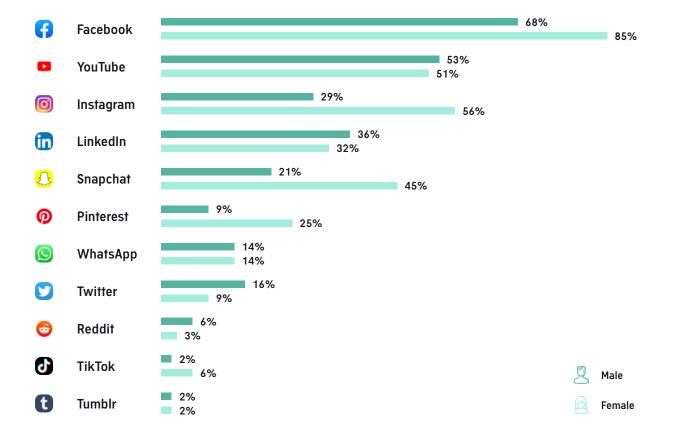
[ How many Danes use the following social media? ]





## Twice as many women as men use Instagram in Denmark

[ How many Danes use the following social media? ]

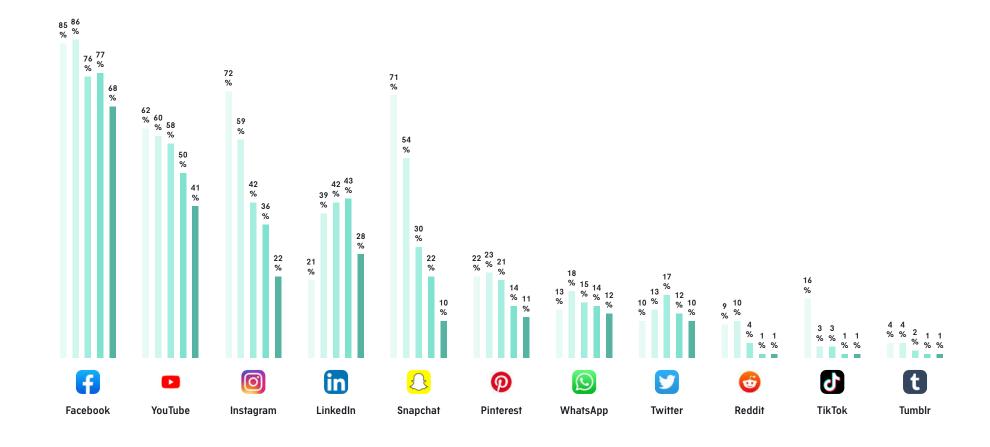




## Snapchat is used by seven out of ten of the 15-25-year-olds in Denmark

[ How many Danes use the following social media? ]



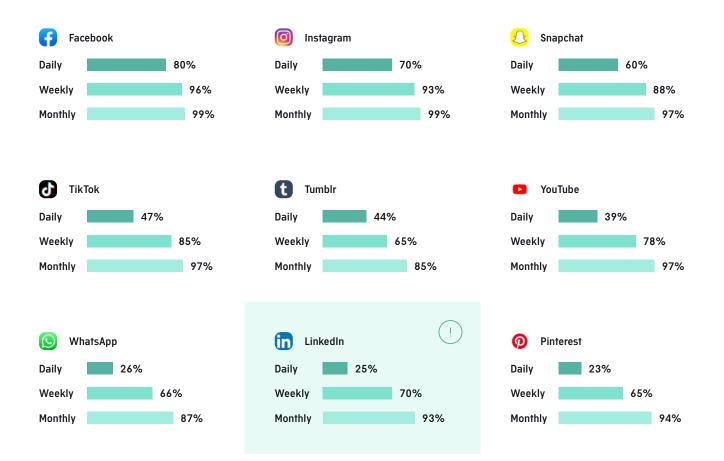


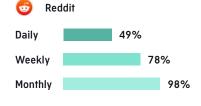
## A quarter of Danish LinkedIn users use the platform daily

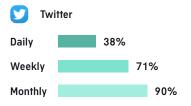
[ How often do Danes use the following social media? ]

#### Note:

The figures represent how often the ones using the following social media are using the social media



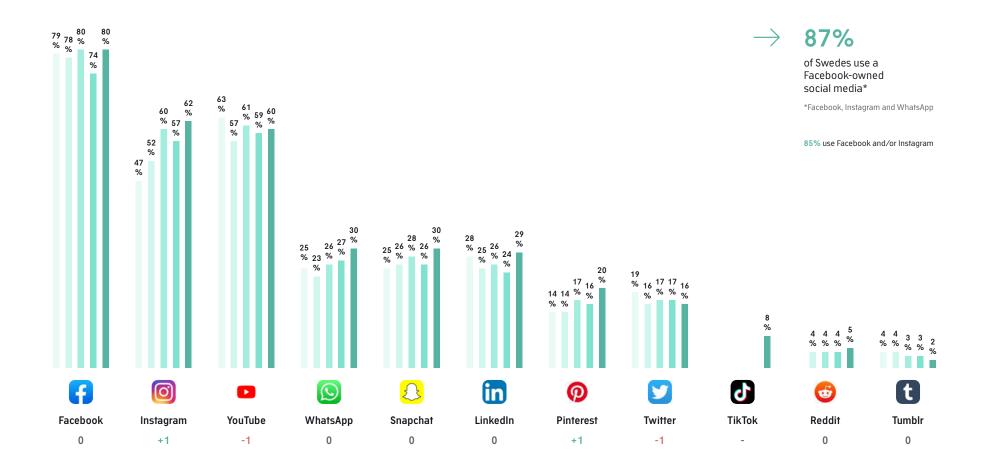




## Instagram is now the second most used social media in Sweden

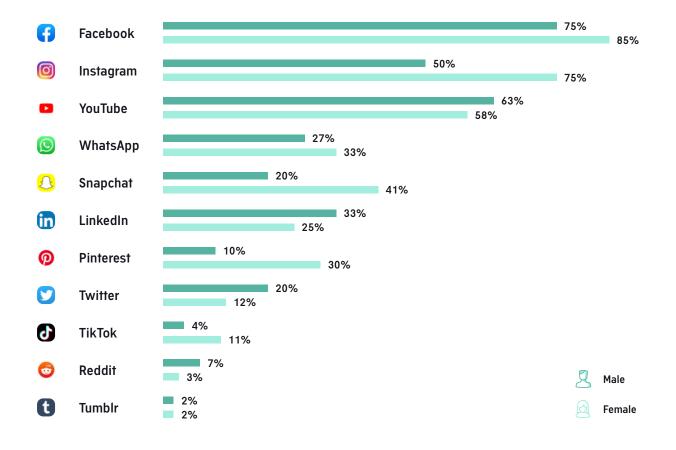
[ How many Swedes use the following social media? ]





## Three quarters of Swedish women use Instagram

[ How many Swedes use the following social media? ]

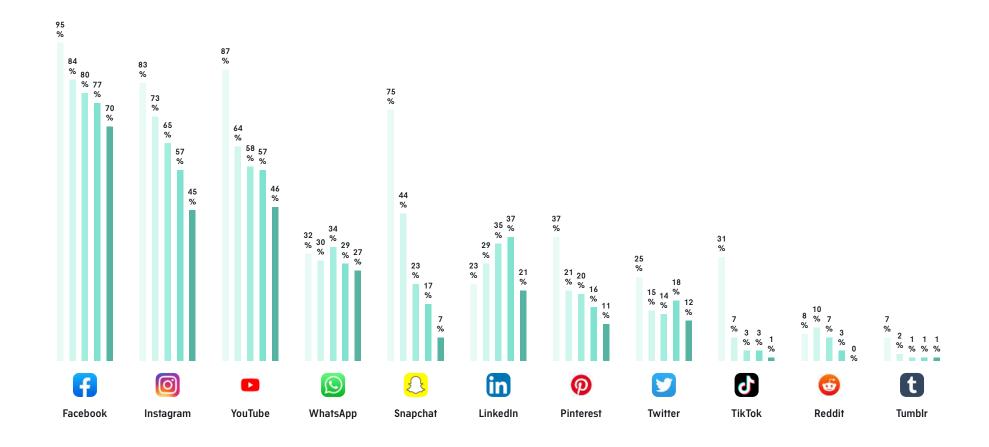




## Facebook has close to full reach among the 15-25-year-olds in Sweden

[ How many Swedes use the following social media? ]





#### Three quarters of Swedish Instagram users use the platform daily

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[ How often do Swedes use the following social media? ]

#### Note:

TikTok

Reddit

The figures represent how often the ones using the following social media are using the social media

63%

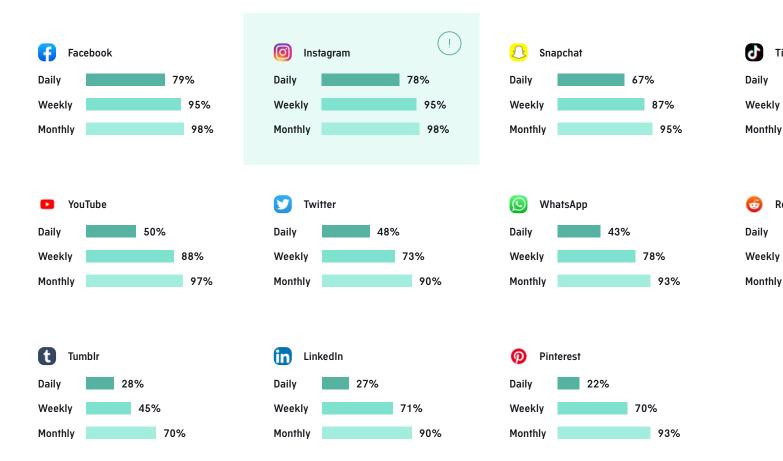
36%

71%

92%

86%

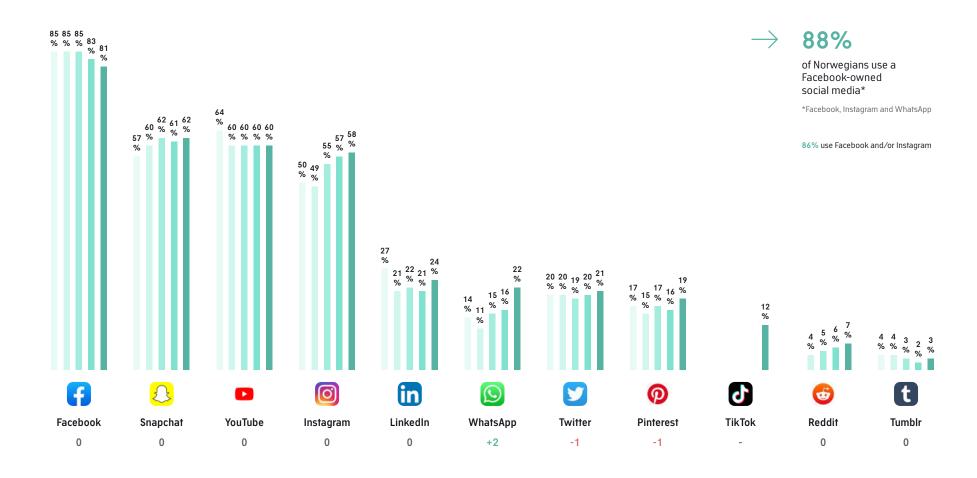
97%



## Facebook is the only social media in Norway decreasing the share of users

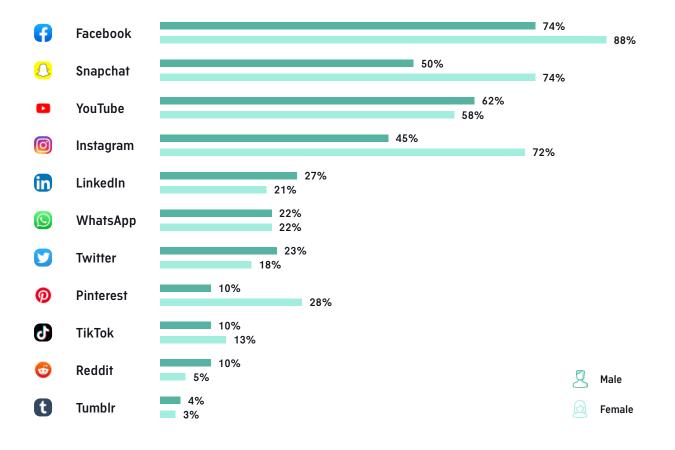
[ How many Norwegians use the following social media? ]





## Three quarters of Norwegian women use Snapchat

[ How many Norwegians use the following social media? ]

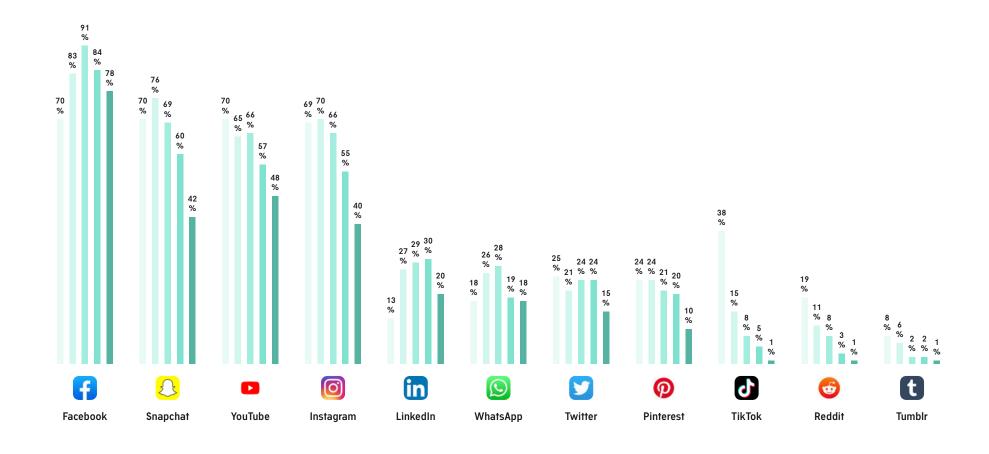




## Snapchat is highly used by both the young and middle-aged in Norway

[ How many Norwegians use the following social media? ]



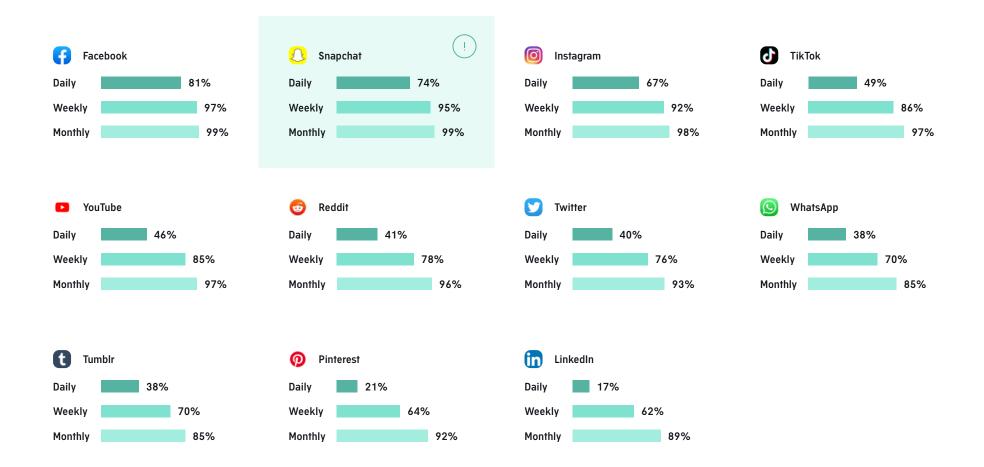


#### Three quarters of Norwegian Snapchat users use the platform daily

[ How often do Norwegians use the following social media? ]

#### Note:

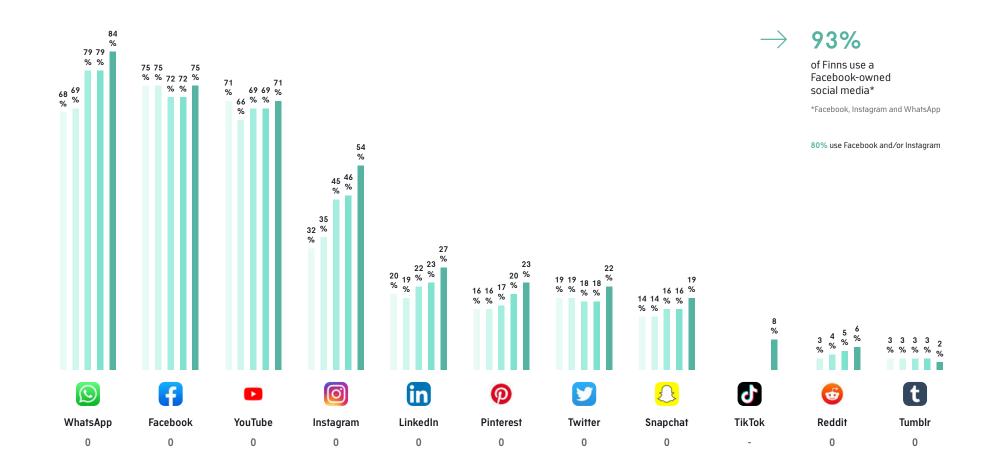
The figures represent how often the ones using the following social media are using the social media



## WhatsApp is getting increasingly popular in Finland

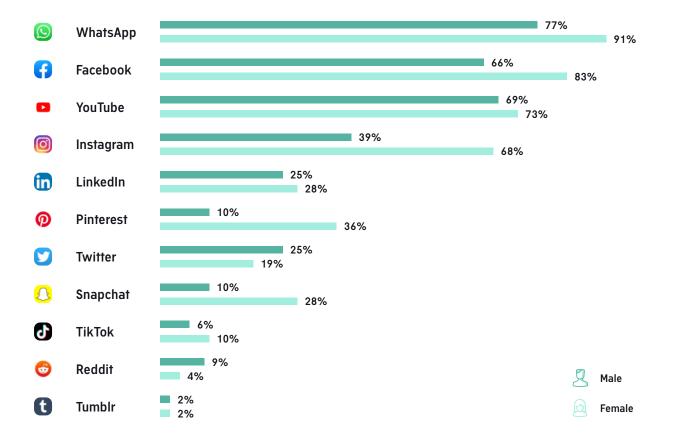
[ How many Finns use the following social media? ]





## Nine out of ten Finnish women use WhatsApp

[ How many Finns use the following social media? ]

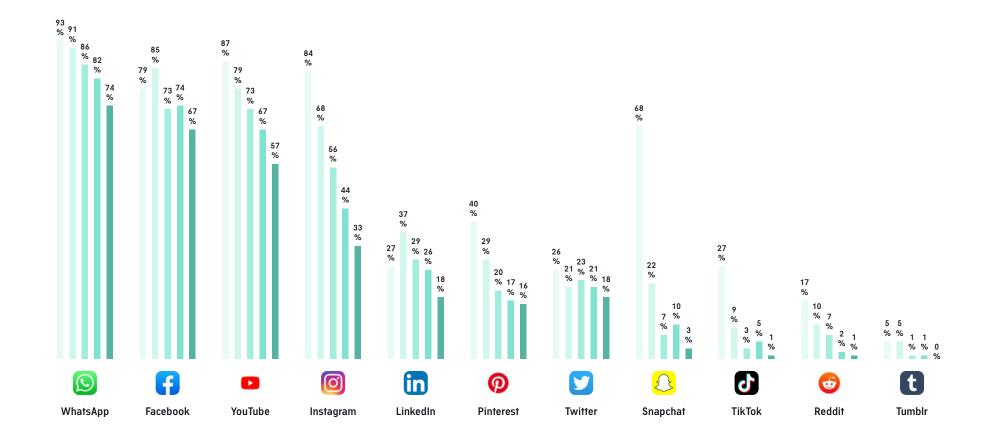




## Nine out of ten of the 15-35-year-olds in Finland use WhatsApp

[ How many Finns use the following social media? ]





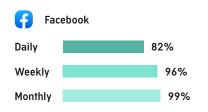
## Eight out of ten Finnish WhatsApp users use the platform daily

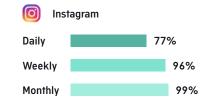
[ How often do Finns use the following social media? ]

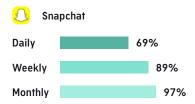
#### Note:

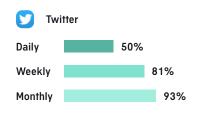
The figures represent how often the ones using the following social media are using the social media

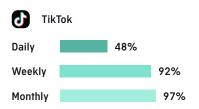


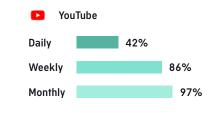


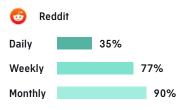


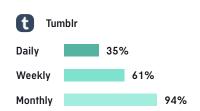


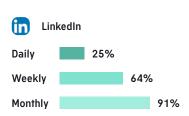


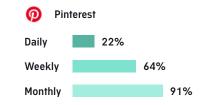












## Facebook is the social media that most people least can do without

[ Which social media can people least do without? ]

#### Note:

The figures represent how many in the online population that name the social media as the one they least can do without

	<b>f</b>	O		0	<b>(1)</b>	<b>y</b>	in	0	<b>(3)</b>	4	t	>(
	Facebook	WhatsApp	YouTube	Instagram	Snapchat	Twitter	LinkedIn	Pinterest	Reddit	TikTok	Tumblr	Xing
US	23%	5%	21%	11%	5%	9%	5%	7%	6%	3%	2%	N/A
UK	23%	30%	13%	10%	4%	9%	4%	3%	2%	2%	1%	N/A
Germany	13%	51%	17%	8%	1%	3%	1%	3%	1%	1%	0%	2%
Denmark	40%	5%	18%	15%	8%	2%	7%	3%	1%	1%	0%	N/A
Sweden	35%	9%	16%	22%	6%	4%	5%	2%	1%	1%	0%	N/A
Norway	34%	5%	17%	13%	19%	2%	2%	2%	1%	2%	1%	N/A
Finland	21%	44%	14%	11%	3%	3%	2%	1%	1%	1%	0%	N/A

## One third of Facebook users have considered stopping using Facebook

[ Which social media have people considered to stop using? ]

#### Note:

The figures represent how many of the ones using the following social media that have considered stopping using the social media

	t	<b>f</b>	9		<b>y</b>	in	0	<b>@</b>	•	O		<b>&gt;</b> (
	Tumblr	Facebook	TikTok	Snapchat	Twitter	LinkedIn	Instagram	Pinterest	Reddit	WhatsApp	YouTube	Xing
US	40%	45%	29%	34%	32%	19%	22%	19%	15%	16%	7%	N/A
UK	39%	43%	30%	37%	31%	22%	24%	21%	19%	7%	6%	N/A
Germany	36%	36%	17%	37%	27%	24%	22%	16%	20%	8%	6%	26%
Denmark	N/A	18%	36%	16%	15%	18%	11%	13%	N/A	16%	7%	N/A
Sweden	30%	34%	35%	25%	24%	13%	15%	14%	13%	11%	6%	N/A
Norway	42%	30%	38%	16%	25%	26%	19%	22%	19%	19%	7%	N/A
Finland	28%	32%	15%	30%	22%	11%	13%	13%	14%	3%	4%	N/A

## One third of Instagram users use the platform to follow brands

[ How many use the following social media to follow brands / companies? ]

#### Note:

The figures represent how many of the ones using the following social media that are using the social media to follow brands / companies

	0	<b>9</b>	in	0	<b>F</b>		<b>&amp;</b>	<b>a</b>	t		O	<b>&gt;</b> <
	Instagram	Twitter	LinkedIn	Pinterest	Facebook	YouTube	Reddit	TikTok	Tumblr	Snapchat	WhatsApp	Xing
US	36%	35%	20%	24%	19%	19%	15%	11%	15%	11%	6%	N/A
UK	36%	31%	20%	25%	14%	12%	10%	4%	6%	4%	1%	N/A
Germany	30%	23%	28%	16%	16%	11%	9%	8%	6%	7%	1%	20%
Denmark	40%	22%	27%	22%	19%	9%	5%	9%	9%	2%	3%	N/A
Sweden	23%	19%	28%	15%	12%	9%	7%	4%	8%	2%	0%	N/A
Norway	28%	20%	31%	24%	15%	9%	19%	11%	3%	6%	3%	N/A
Finland	43%	35%	28%	20%	30%	12%	9%	3%	0%	2%	1%	N/A

## Half of Twitter users use the platform to get news

[ How many use the following social media to get news? ]

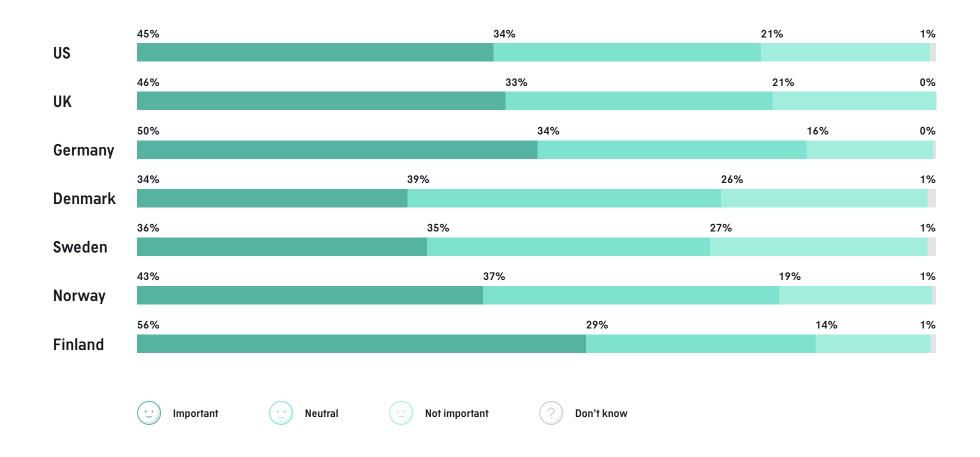
#### Note:

The figures represent how many of the ones using the following social media that are using the social media to get news

	<b>y</b>	•	f	in		0	Ø	9		t	O	>(
	Twitter	Reddit	Facebook	LinkedIn	YouTube	Instagram	Pinterest	TikTok	Snapchat	Tumblr	WhatsApp	Xing
US	50%	50%	24%	13%	26%	15%	5%	9%	11%	11%	8%	N/A
UK	57%	39%	22%	17%	13%	10%	5%	4%	9%	10%	3%	N/A
Germany	59%	40%	33%	22%	24%	25%	17%	11%	17%	9%	17%	21%
Denmark	51%	42%	26%	16%	11%	11%	7%	11%	1%	11%	3%	N/A
Sweden	46%	34%	21%	16%	13%	13%	11%	1%	2%	2%	1%	N/A
Norway	48%	38%	17%	11%	13%	9%	17%	6%	5%	3%	4%	N/A
Finland	52%	28%	25%	15%	10%	10%	3%	7%	1%	0%	3%	N/A

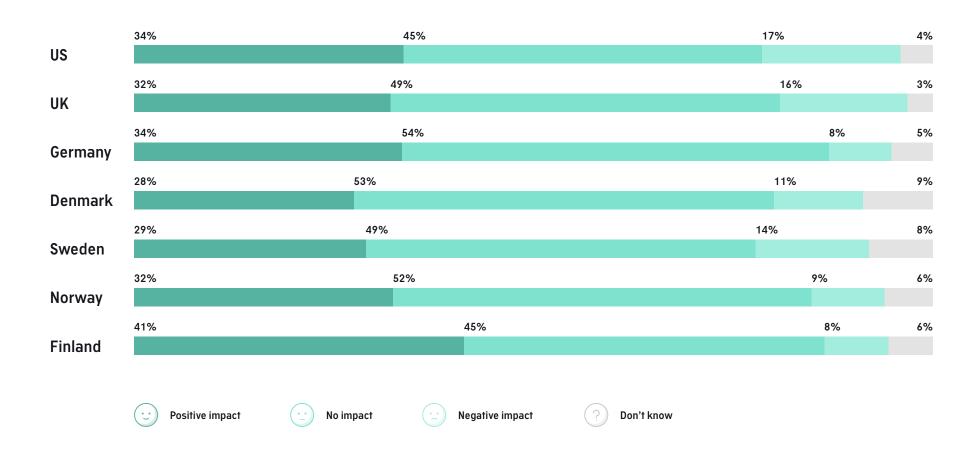
## More than one third in all countries find social media important to them

[ How important are social media to people? ]



## One third believe that social media have a positive impact on their lives

[ What impact do people think social media have on their life? ]



# ABOUT THE STUDY

#### Further insights

This is just the tip of the iceberg. AudienceProject has in-depth data on the digital market. For more in-depth data about app and social media usage - or other digital trends, please reach out to us.

#### Methodology

The study is a part of AudienceProject Insights 2020. Data is collected through online surveys done in Q3 2020. The respondents have been selected from our Nordic, German, UK and US panels consisting of more than 1.5 million panelists and weighted to achieve representativity on the more than 16.000 respondents who completed the survey.

#### Editor & Data

Rune Werliin rw@audienceproject.com +45 60 17 77 76

#### Text & Design

Martin Kokholm mk@audienceproject.com +45 25 61 32 19

#### Contact

hello@audienceproject.com

#### Website

www.audienceproject.com

#### Twitter

@Audience\_P
#apinsights2020

#### About AudienceProject

AudienceProject is a technology-based market research company founded in Denmark and operational worldwide that helps publishers, agencies and advertisers identify, build, reach and measure audiences.

AudienceProject empowers publishers, agencies and advertisers to collect and activate their own audience data, so they can create unique data offerings and show advertisers the true value of omnichannel marketing.

## AudienceProject >=