



# INTRODUCTION

Much of the discussion surrounding social networks focuses on the all-important MAU (monthly active user). This GlobalWebIndex report goes beyond this simple metric to analyze social media engagement from numerous angles – including how people are accessing social platforms, how frequently active users are logging in, how much time is spent per day on social networks and exactly what activities are taking place.

In this summary, we provide the key headlines and statistics from the report. For more detailed insights, coverage and implications, please see the full version.

## RELATED CONTENT

To explore the topics covered in this report in more detail, please download the following reports from our Insight Store:

▪ *Passive Facebooking*



▪ *Instagram's Audience*



▪ *Facebook's User Numbers*



▪ *Multi-networking*



▪ *Twitter's Hidden Users*



▪ *GWI Social Q4 2014*



# NOTES ON METHODOLOGY

Each year, GWI interviews more than **170,000 internet users across 32 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 more than 40,000 internet users. Typically, we interview between 3,000 and 4,000 people per market per year, with larger sample sizes of 30,000 in key markets such as the UK and the US. **Data is collected in the last six weeks of every quarter**, ensuring it is as up-to-date as possible.

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).

This data is used to calculate the universe estimates which we present throughout this report. Universe figures are designed to provide highly informed approximations as to the number of users (in millions) that any percentage represents.



## AMERICAS

US / Canada / Mexico / Brazil / Argentina

## EMEA

UK / Ireland / France / Germany / Italy / Spain / Netherlands / Poland / Turkey / Russia / Sweden / Saudi Arabia / UAE / South Africa

## APAC

China / Hong Kong / Singapore / India / Indonesia / Japan / Taiwan / Vietnam / Thailand / Malaysia / South Korea / Australia / Philippines

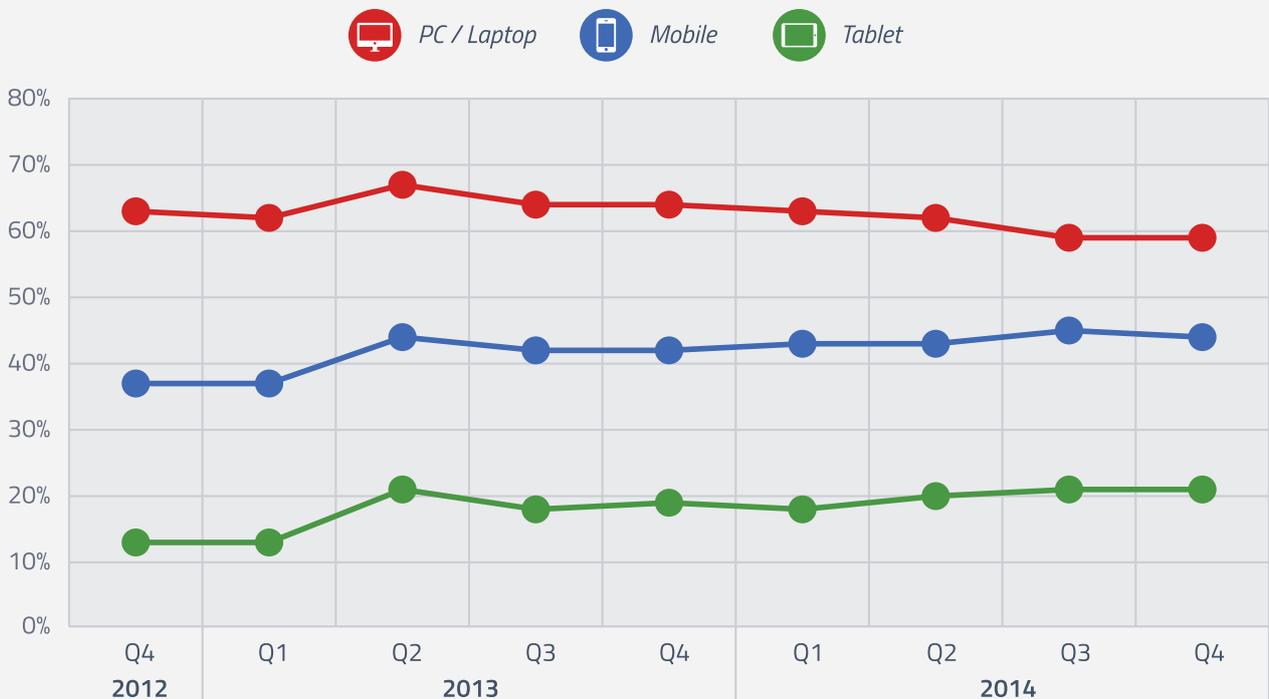
# SOCIAL MEDIA ACCESS

## USAGE BY DEVICE

- **7 in 10 internet users are active on social media**, rising to over 80% in some fast-growth markets (like Argentina, Mexico and Turkey).
- Led by users in emerging markets, **mobile and tablet networking is booming** while PCs/laptops decline in importance as social media devices.
- **4 in 10 internet users actively use social media apps**. Half of Facebook's active users are access its app each month, whereas some of the smaller platforms like Pinterest or Tumblr post lower ratios.

### ■ SOCIAL MEDIA ACCESS BY DEVICE

% who used a social networking service last month via these devices



Want to explore this data on the PRO Platform? Click [Cross Device > Online Activities > Online Activities Done in Last Month on PC, Mobile or Tablet](#).



**Question:** Which of the following have you done online in the past month on PC/mobile/tablet? Used a Social Networking Service. // **Source:** GlobalWebIndex Q4 2014 // **Base:** Internet Users Aged 16-64

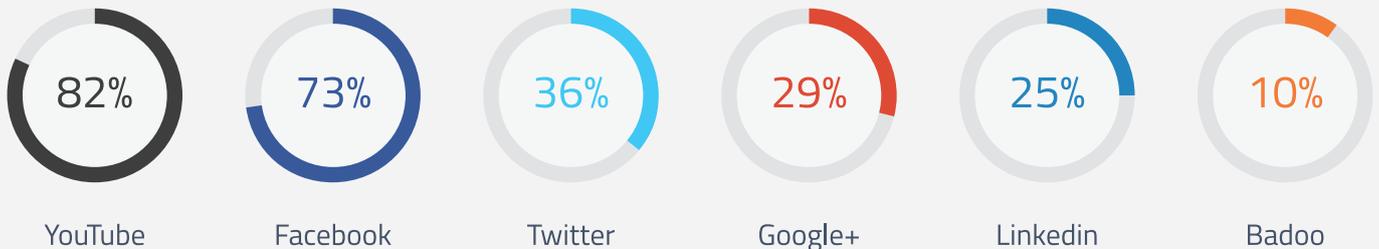
# MEMBERS, ACTIVE USERS & VISITORS

## THE DIFFERENT DEGREES OF SOCIAL MEDIA ENGAGEMENT

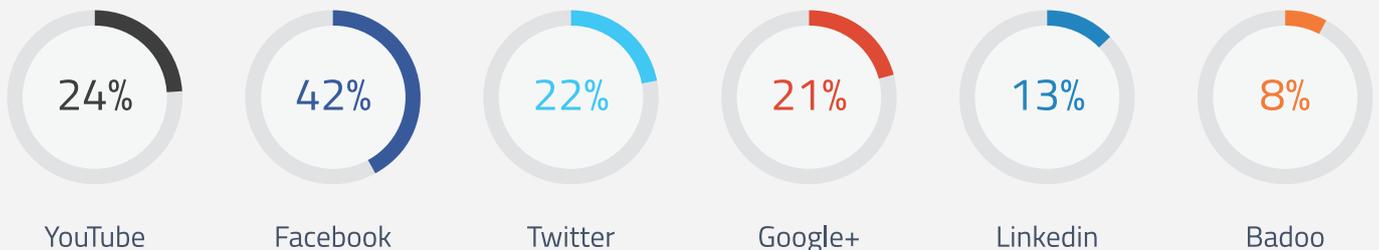
- **Outside China, over 80% of internet users have a Facebook account** but rates may have reached a ceiling. In contrast, Tumblr and Pinterest have trebled their membership numbers since 2012.
- **Multi-networking is flourishing – the average internet user now has 5.5 accounts and is active on about 3 platforms.** 16-24s and users in emerging markets lead the way here.
- **Across most social networks tracked by GWI, close to half of members are active users,** though the ratio on Google+ is notably lower (36%).
- **More internet users now visit YouTube each month than Facebook.** Twitter and YouTube have significantly more visitors than active users.

### ACTIVE USERS VS VISITORS

% who visited the site last month



% who used or contributed to the site in the last month



Want to explore this data on the PRO Platform? Click [Cross Device >](#)  
[Web Brand Visitation.](#)

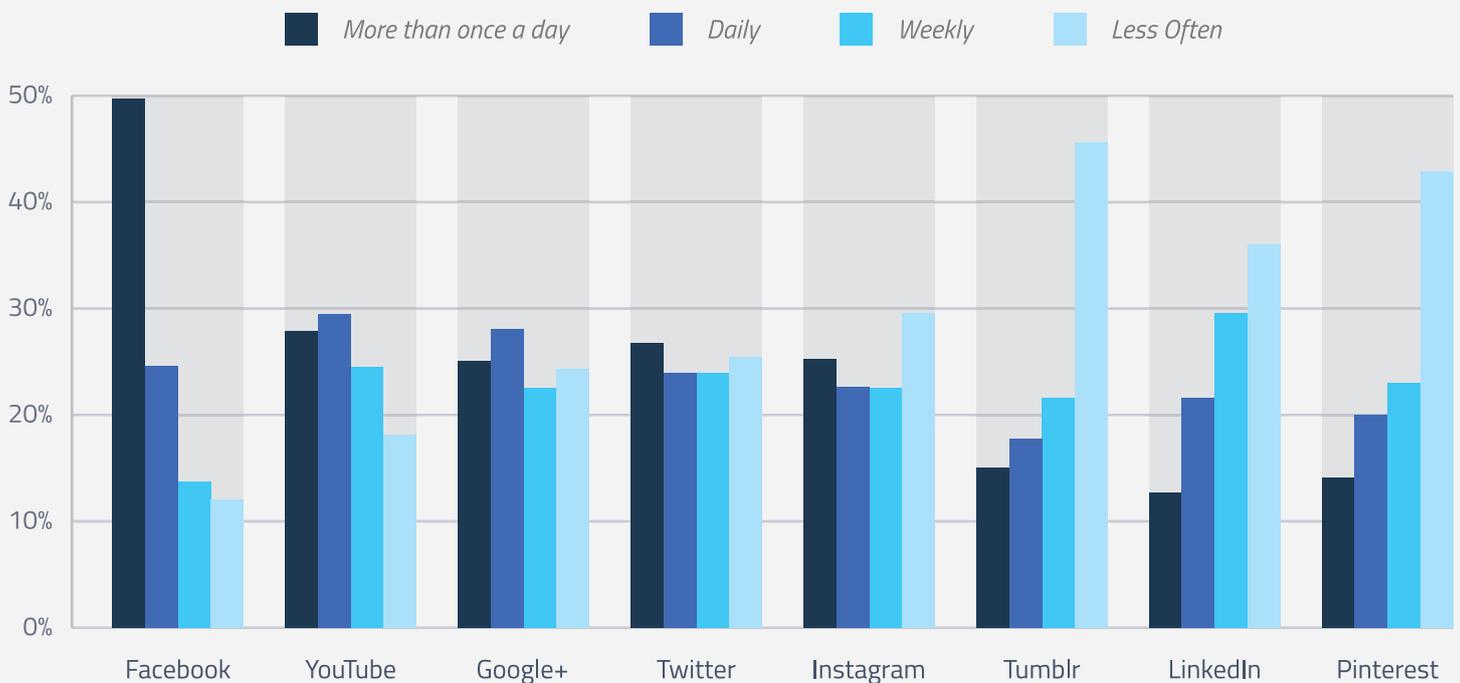
**Question:** Which of the following sites/applications have you visited in the past month via PC/Laptop, Mobile or Tablet? // **Source:** GlobalWebIndex Q4 2014 // **Base:** Internet Users Aged 16-64 (exc. China)

# ENGAGEMENT BY TIME

## DAILY TIME SPENT ON SOCIAL NETWORKS & VISIT FREQUENCY BY PLATFORM

- **Each day, the average internet user spends almost 2 hours on social networks.** 16-24s and users in fast-growth markets spend significantly more time – peaking at almost 3.5 hours in the Philippines (where the online population is skewed towards young, urban and affluent demographics).
- **Half of Facebookers use the platform multiple times per day.** Active users of smaller platforms, like Tumblr and Pinterest, are visiting much less frequently.
- **For Facebook, active users in developed markets are still accessing the platform multiple times per day but these visits are brief.** Social networkers in emerging markets devote significantly more time per visit.
- **Facebookers of all ages are equally likely to be using the platform several times daily;** on other networks, 16-34s are more frequent users than older groups.

### ■ SOCIAL NETWORK USAGE FREQUENCY How often active users access each platform



Want to explore this data on the PRO Platform? [Click Social Media > Social Platform Usage Frequency.](#)

**Question:** Thinking about the social platforms listed below that you use or contribute to each month, can you please tell us how often you typically use each one? **Source:** GlobalWebIndex Q4 2014 **Base:** Active Users of these Platforms Aged 16-64

# SOCIAL MEDIA ACTIVITIES

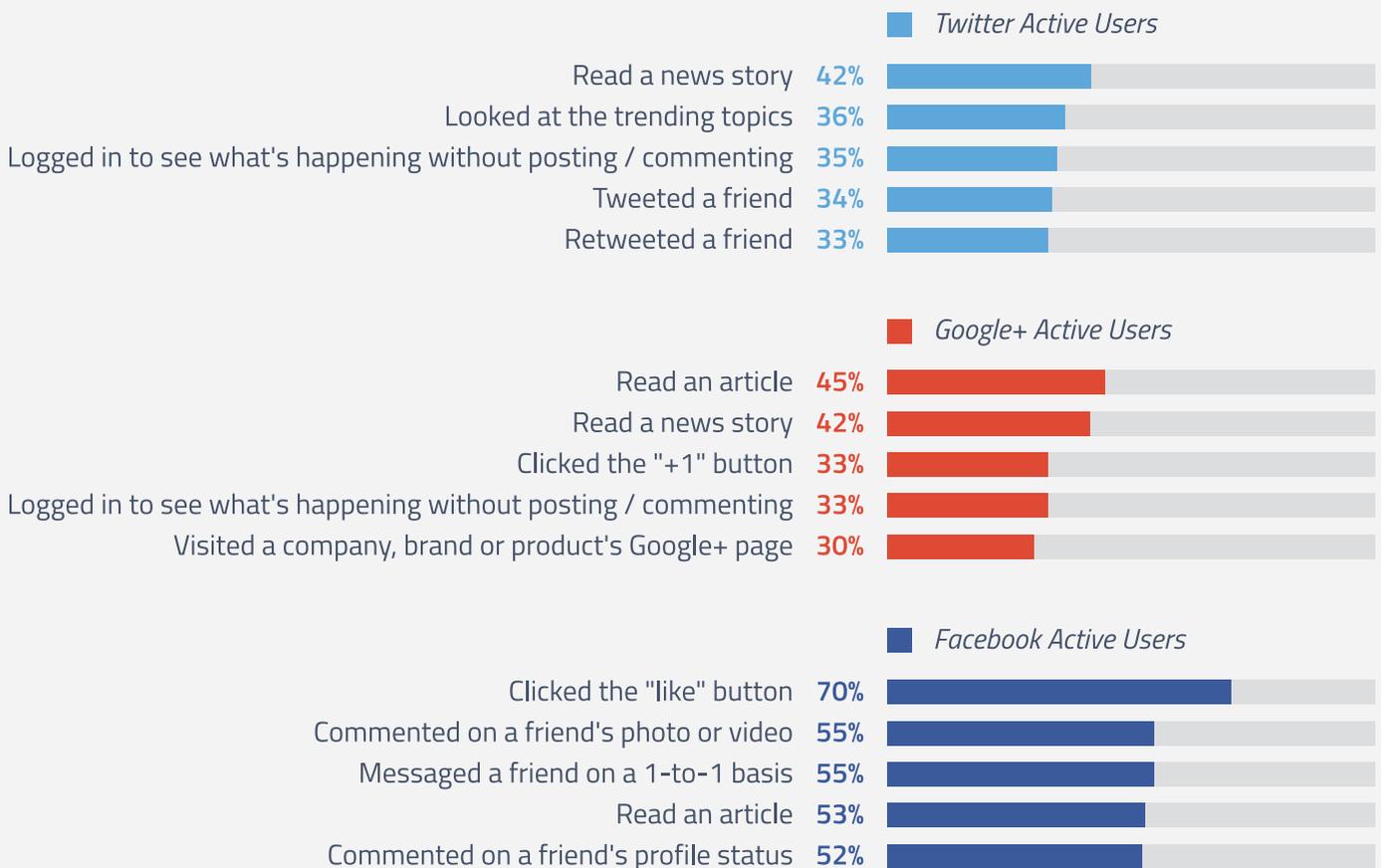
## TOP ACTIONS ON SOCIAL MEDIA

▪ Facebookers are much more likely to be clicking 'like' than Google+ or Twitter active users are to be hitting +1 or 'favoriting'. Active users on Facebook are also more likely to be interacting with their friends.

▪ 3 in 10 on Facebook, one quarter on Twitter and 20% on Google+ started following a brand last month. A fifth or more of active users on all these platforms share branded content each month.

### TOP 5 ACTIVITIES ON TWITTER, GOOGLE+ AND FACEBOOK

% of active users who did the following last month



**Question:** Thinking about when you use Twitter/Google+/Facebook, can you please tell us if you have done any of the following within the last month? // **Source:** GlobalWebIndex Q4 2014 // **Base:** Active Users of these Platforms Aged 16-64



Want to explore this data on the PRO Platform? Click [Social Media > Social Platform Past Month Activities > Twitter/Facebook/Google+ Actions](#)





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