



Social media services: consumer survey



Ben Taylor

About this report

This report focuses on aspects of Analysys Mason's *consumer survey* that relate to smartphone users' behaviour, preferences and plans in Europe, North America, Asia, the Middle East and South Africa. It focuses on respondents' usage of social media services BeReal, Facebook, Instagram, Threads, TikTok and X (Twitter).¹

The survey was conducted in association with Dynata and ODR in July 2023. The survey groups were chosen to be representative of the mobile-internet-using population in Europe, the Middle East, North America, Asia and South Africa. We set quotas on age, gender and geographical spread to that effect. There were a minimum of 750 respondents per country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- Which social media services are used the most according to the following categories?
 - Gender
 - Age
 - Urban, suburban or rural living
- How does social media usage vary by region?

GEOGRAPHICAL COVERAGE

Western Europe (WE):

- France, Germany, Ireland, Italy, Norway, Spain, Sweden, UK

North America (NAM):

- Canada, USA

Central and Eastern Europe (CEE):

- Poland, Turkey

Sub-Saharan Africa (SSA):

- South Africa

Emerging Asia-Pacific (EMAP):

- Malaysia

Developed Asia-Pacific (DVAP):

- Australia, New Zealand

Middle East and North Africa (MENA):

- Kuwait, Oman, Saudi Arabia, UAE

WHO SHOULD READ THIS REPORT

- Strategy teams in telecoms operators interested in the take-up of social media services.
- Strategy teams in social media companies interested in the relative performance of different services.
- Other parties interested in social media usage, including regulators, governments, vendors, advertisers and developers.



Contents



Executive summary





Gender, age, urban/rural living and ranked preference of social media

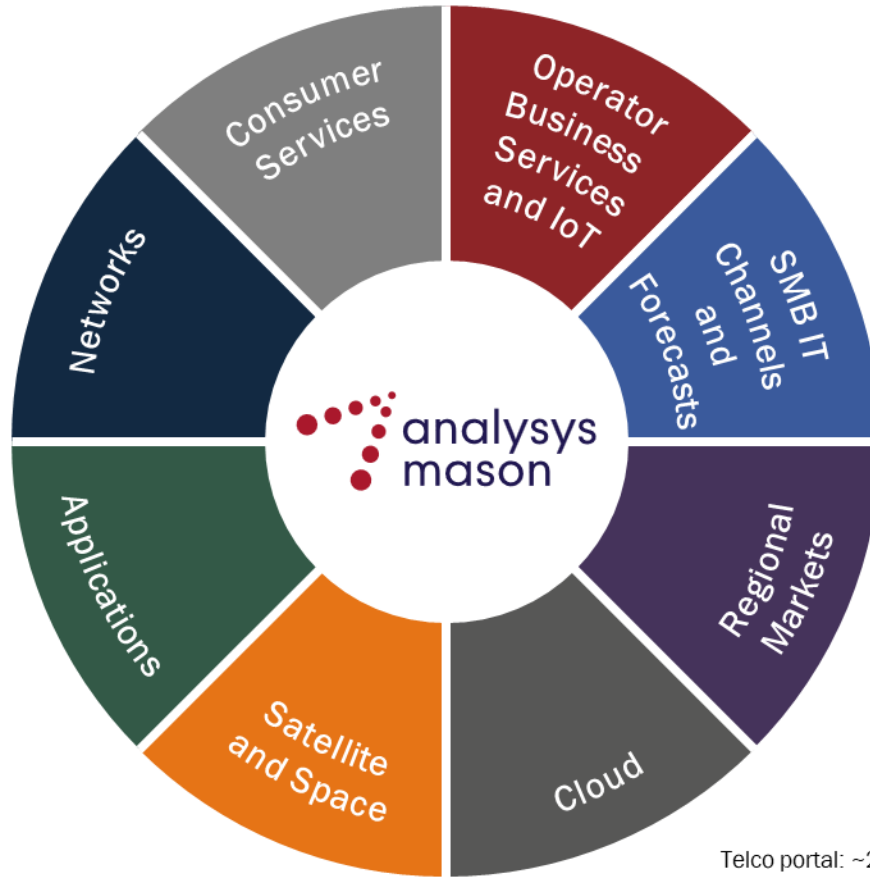
Appendix

Methodology and panel information


About the author and Analysys Mason

Our research services

- 
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 European Core Forecasts
 European Telecoms Market Matrix
 European Country Reports

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 Cloud Infrastructure Strategies
 Data, AI and Development Platforms
 Edge and Media Platforms
 Multi-Cloud Networking

- 
DataHub
 Forecast data for 80 countries

Telco portal: ~2800 forecast and ~320 historical metrics
 SMB Technology Forecaster portal: ~120 000 forecast metrics

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