



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, emerging and developed Asia-Pacific and South Africa. It focuses on respondents' usage of the following social media services: Facebook, Instagram, Twitter and TikTok.¹

The survey was conducted in association with Dynata between August and September 2022. The survey groups were chosen to be representative of the mobile-internet-using population in Europe, North America, Asia-Pacific and South Africa. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents in each country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- Which social media services are used the most, according to the following categories?
 - Gender
 - Age
 - Household income
- How does social media usage vary by region?

GEOGRAPHICAL COVERAGE

Western Europe (WE):

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

North America (NA):

- Canada
- USA

Central and Eastern Europe (CEE):

- Poland
- Turkey

Sub-Saharan Africa (SSA):

- South Africa

Emerging Asia-Pacific (EMAP):

- Malaysia
- The Philippines

Developed Asia-Pacific (DVAP):

- Australia
- New Zealand

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, household income and ranked preference of social media

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Methodology and panel information

About the author and Analysys Mason

About the author



Ben Taylor (Research Analyst) is a member of the *Consumer Services* team and is based in Cambridge. He holds a BSc in mathematics from the University of Edinburgh and an MPhil in management from Judge Business School, University of Cambridge.

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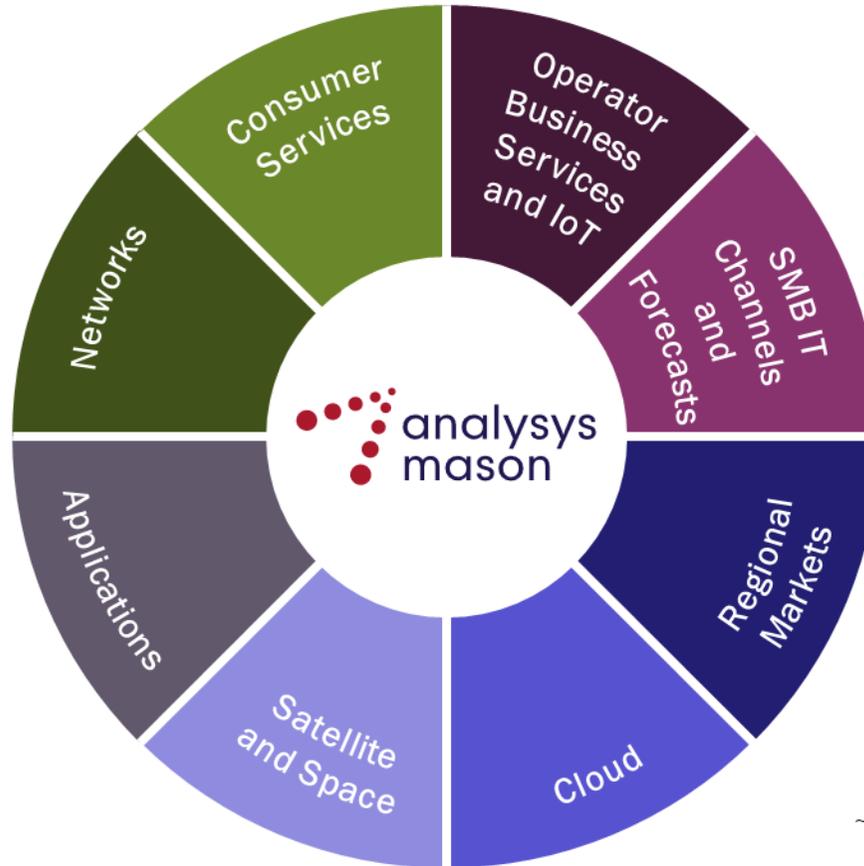
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 - Smart Devices
 - Future Comms
 - Video, Gaming and Entertainment
 - Digital Services
- 
Networks
 - Next-Generation Wireless Networks
 - Wireless Infrastructure Strategies
 - Fibre Infrastructure Strategies
 - Operator Investment Strategies
 - Telecoms Strategy and Forecast
 - Transport Network Strategies
- 
Applications
 - Network Automation and Orchestration
 - Customer Engagement
 - Monetisation Platforms
 - Digital Experience
 - Automated Assurance
 - Service Design and Orchestration
 - Telecoms Software Market Shares
- 
Satellite and Space
 - Satellite Communications
 - Space Applications and Infrastructure



- 
Operator Business Services and IoT
 - Enterprise Services
 - SME Services
 - IoT Services
 - Private Networks
- 
SMB IT Channels and Forecasts
 - Cyber Security
 - SMB Technology Forecaster
- 
Regional Markets
 - Global Telecoms Data and Financial KPIs
 - Americas
 - Asia-Pacific
 - Middle East and Africa
 - European Core Forecasts
 - European Telecoms Market Matrix
 - European Country Reports
- 
Cloud
 - Cloud Infrastructure Strategies
 - Data, AI and Development Platforms
 - Edge and Media Platforms
 - Multi-Cloud Networking
- 
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 - Regional results and worldwide totals
 - Operator historical data

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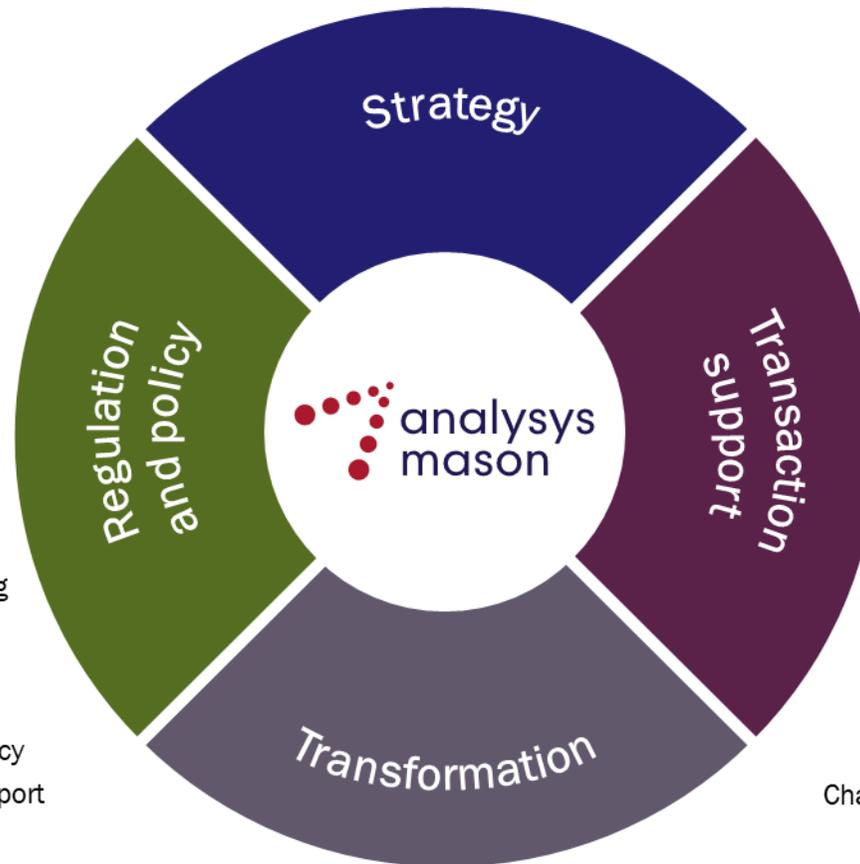
Strategy

- Corporate growth strategy
- Business unit strategy
- Infrastructure strategy



Regulation and policy

- Network and platform
- Public sector broadband intervention
- Accelerating digital transformation of society
- Price controls and cost modelling
- Regulatory accounting
- Regulatory benchmarking and analysis
- Spectrum management and policy
- Expert witness and litigation support
- Postal regulation and policy



Transaction support



- Commercial due diligence and market review
- Technical due diligence
- Post-merger integration
- Periodical business monitoring and loan technical advisory
- Opportunity scouting and pre-deal support



Transformation

- Business transformation
- Digitalisation
- Operational excellence
- Data, BI, steering and insights
- Change and programme management
- Sustainability

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