



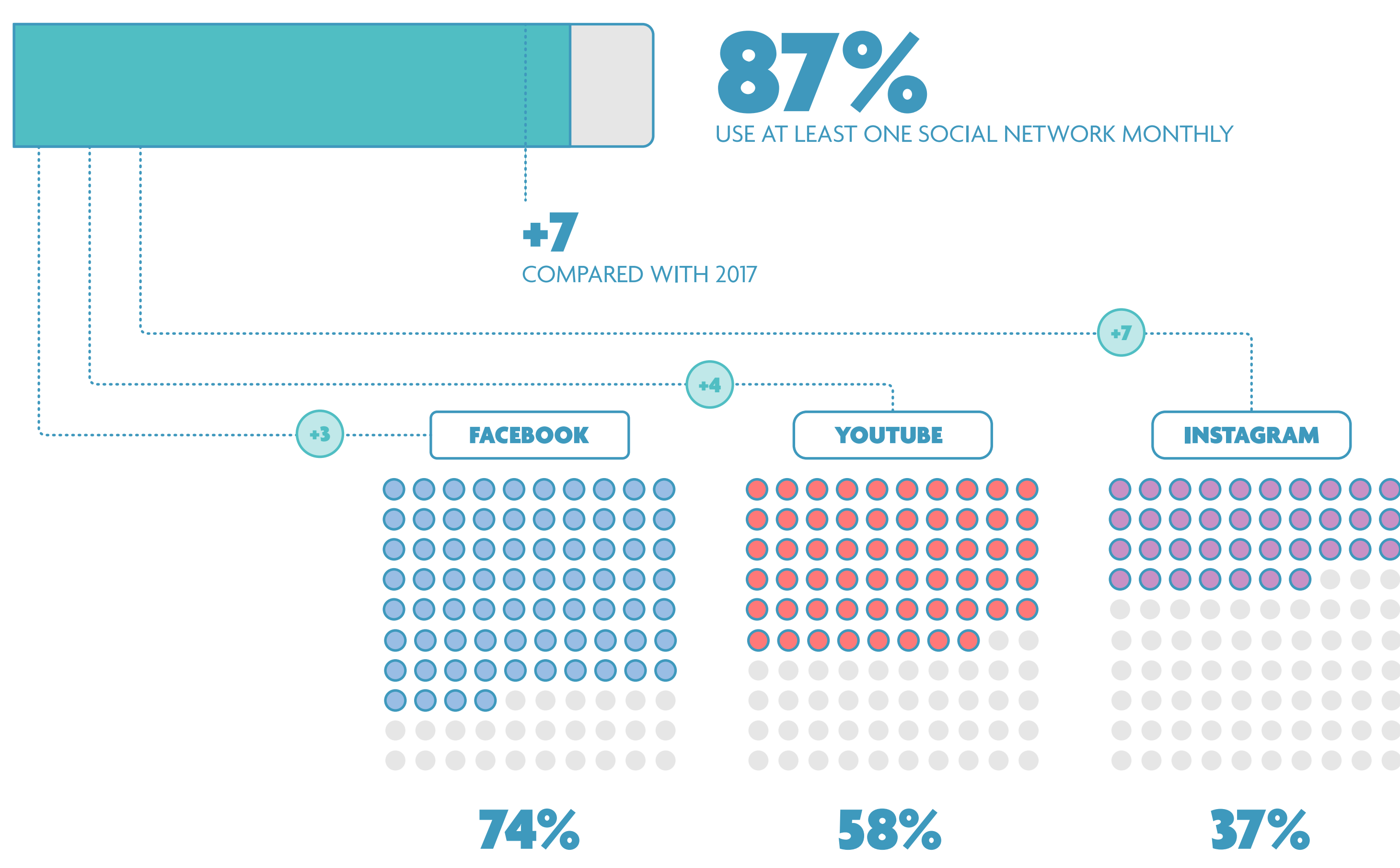
# SOCIAL MEDIA

Used by increasing numbers of Flemings

## USE OF SOCIAL NETWORKS

Monthly use of social networks

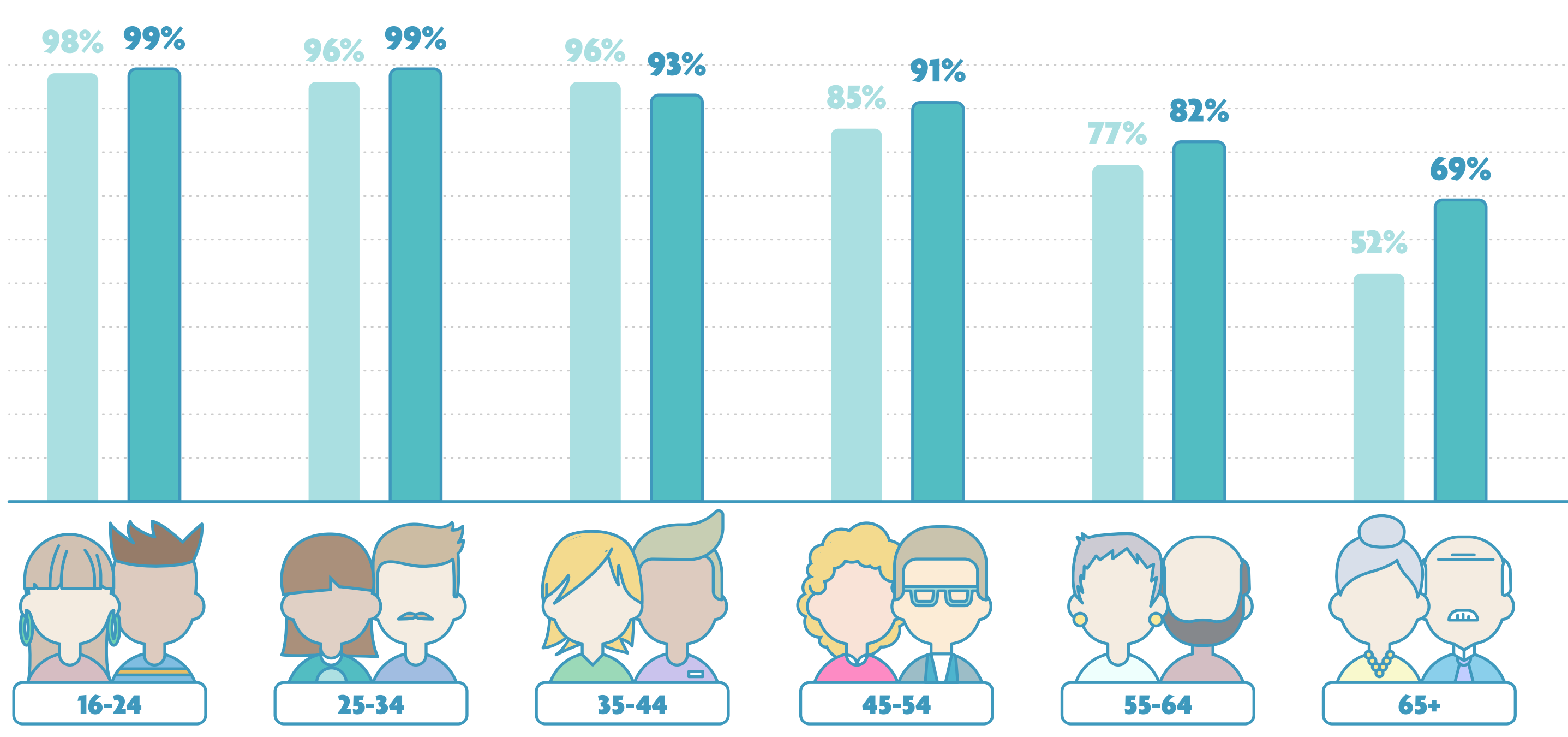
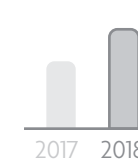
○ MONTHLY USER OF SOCIAL MEDIA  
● INCREASE COMPARED WITH 2017



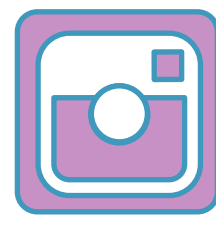
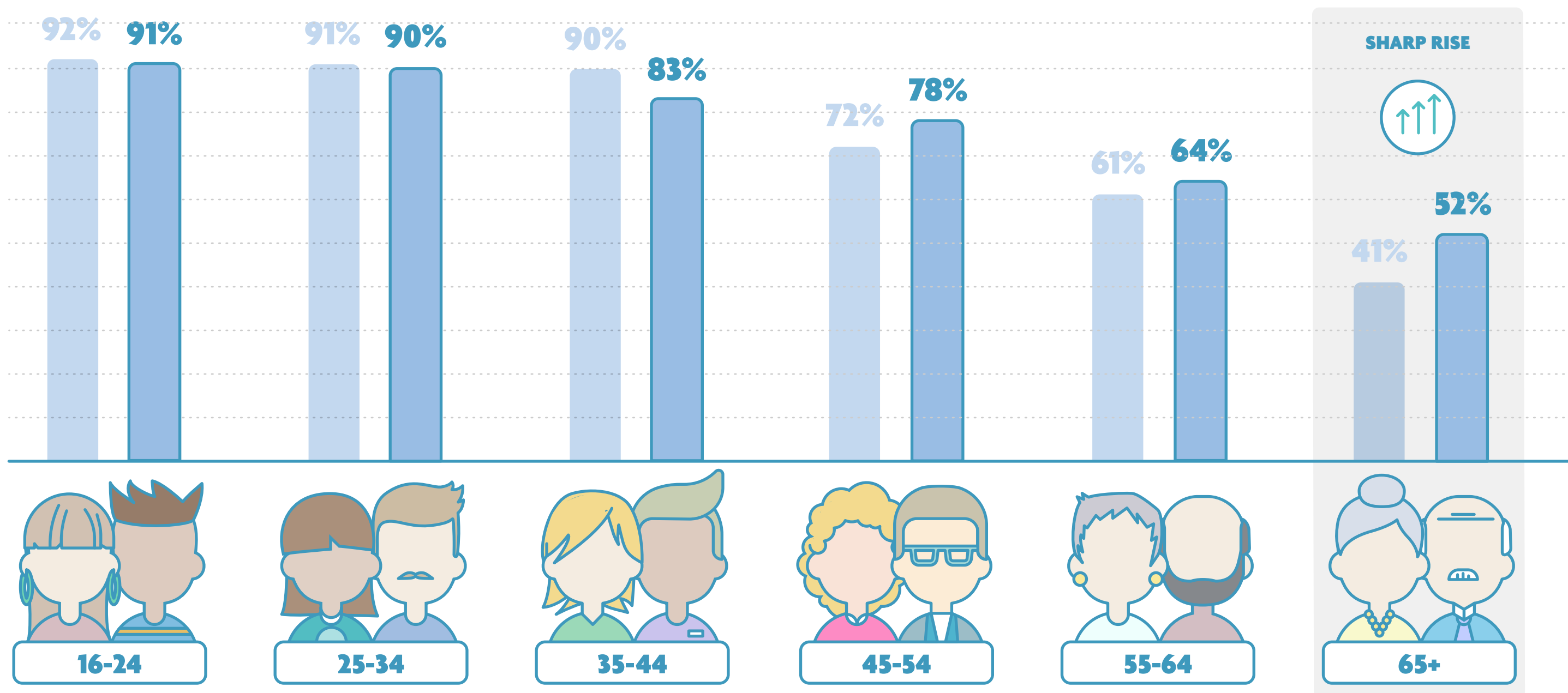
## MONTHLY USE OF SOCIAL NETWORKS BY AGE

Sharp rise in the older segments

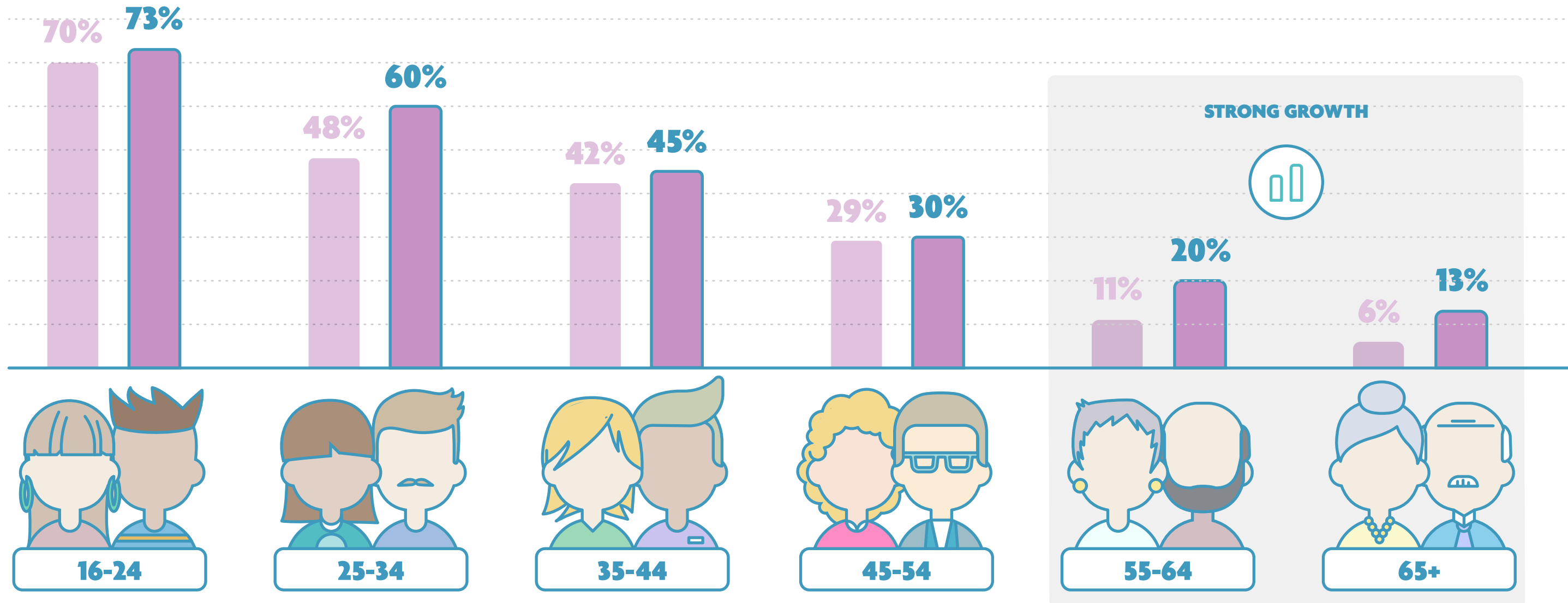
Higher usage figures still in younger segments, although stronger growth in older segments.



Facebook **grew most strongly** among 65+

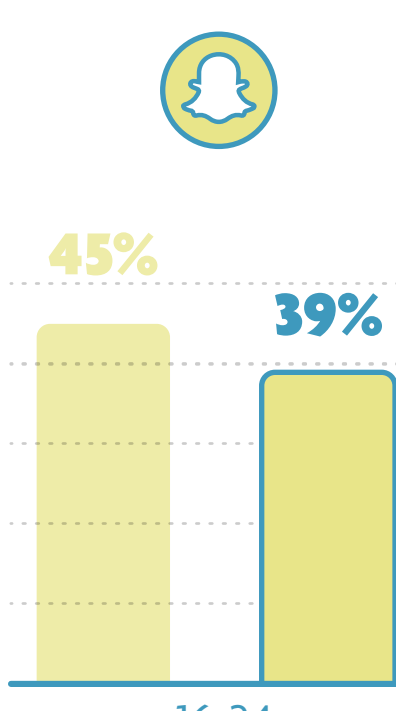
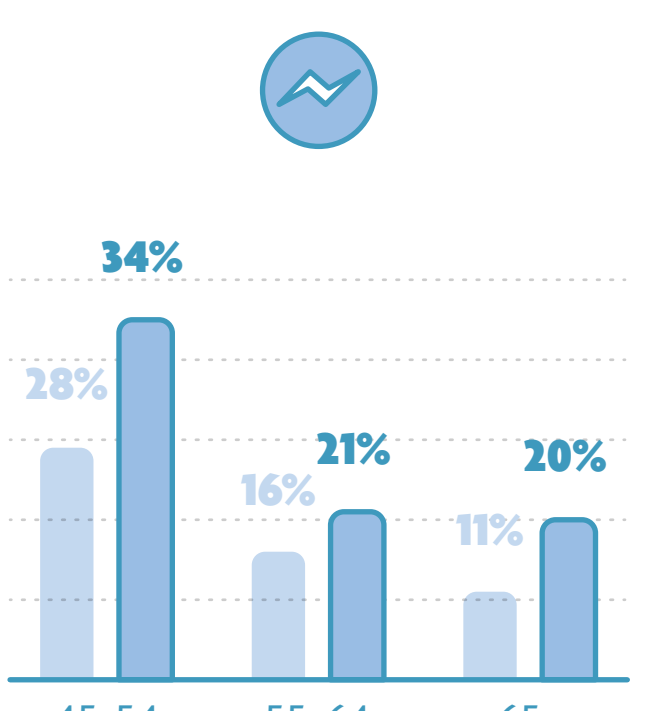
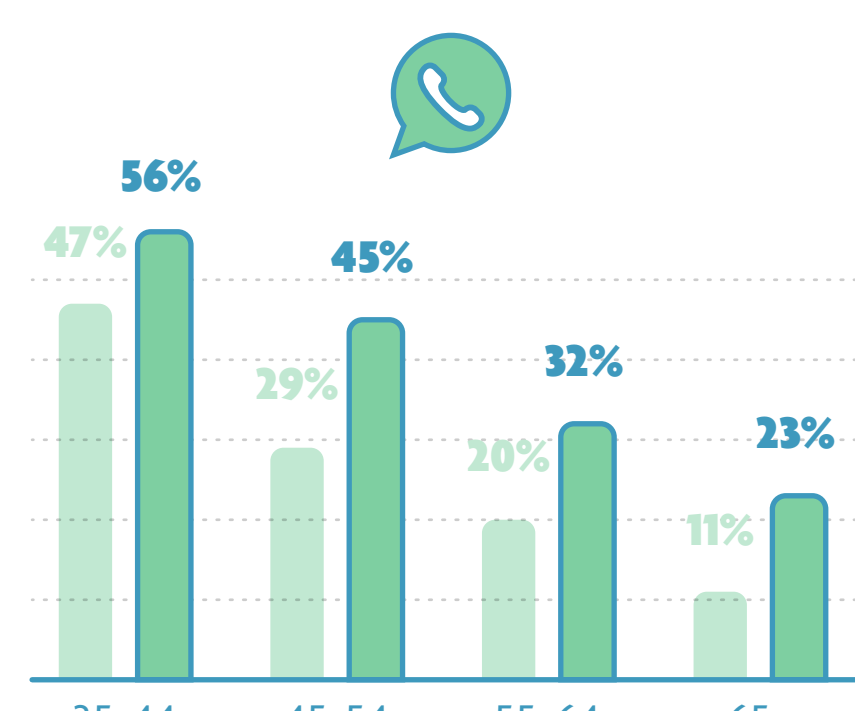
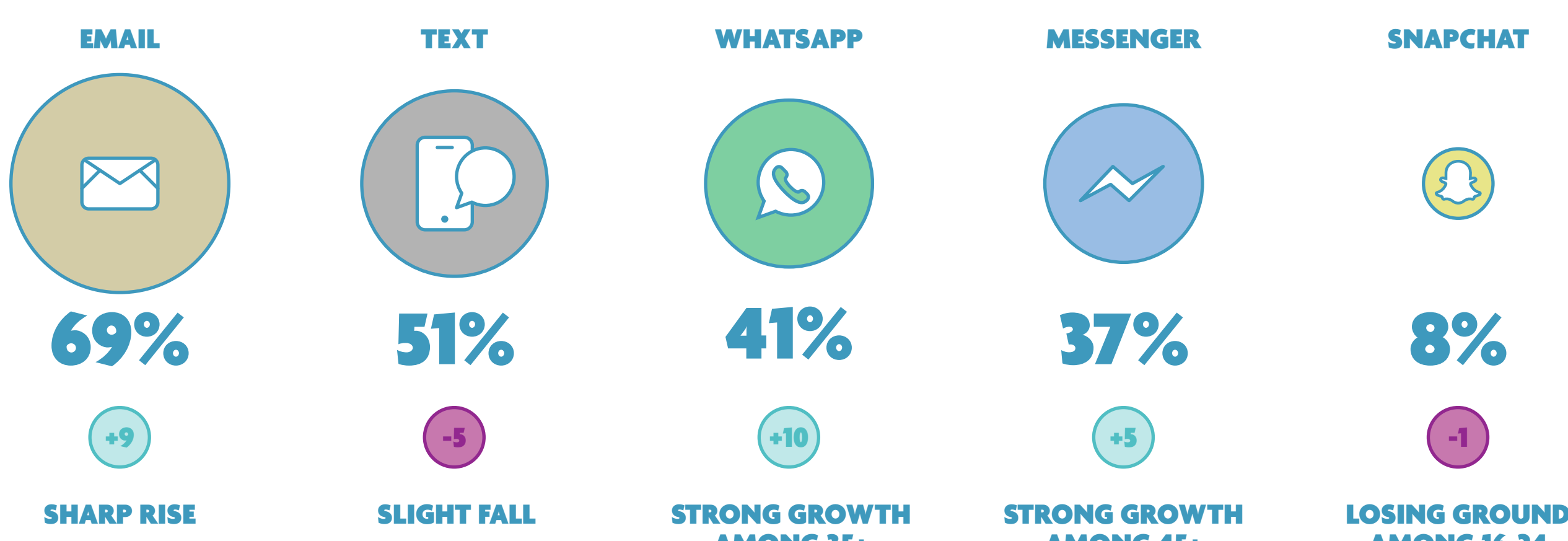


Instagram **grew strongly** among 55+



## DAILY USE OF MESSAGING

Snapchat becoming less popular



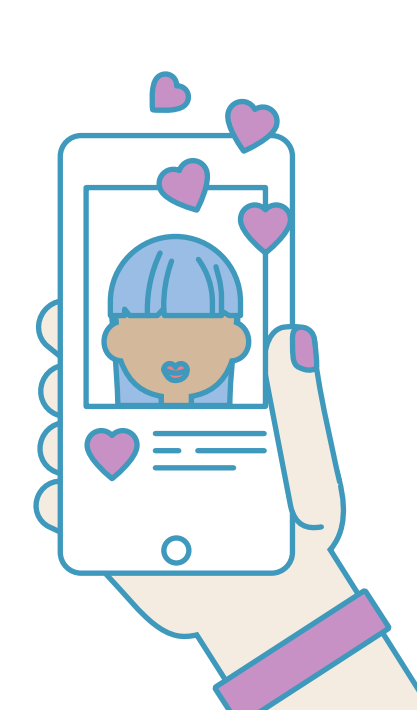
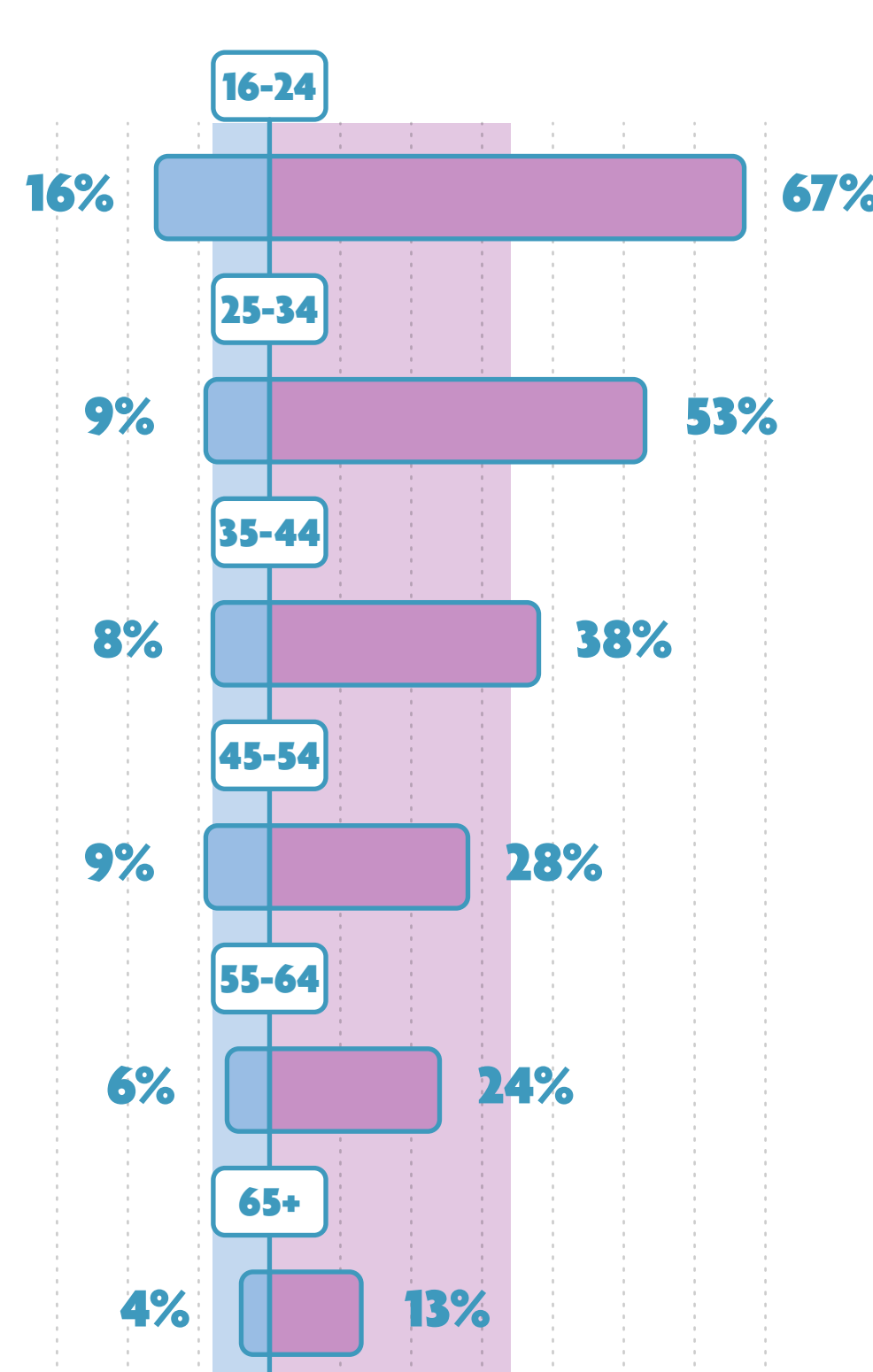
## INFLUENCERS

The role of influencers on social media particularly among younger people

⊕ % AGE CATEGORY    ⊞ % TOTAL POPULATION



"I CONSIDER MYSELF AN INFLUENCER"



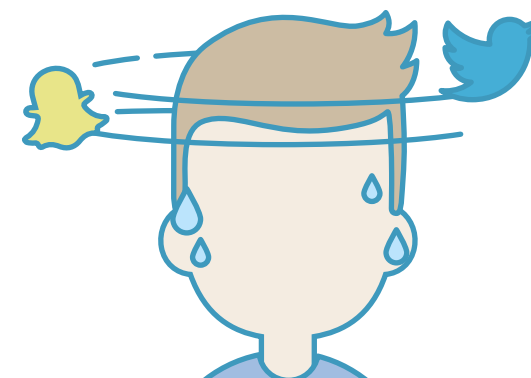
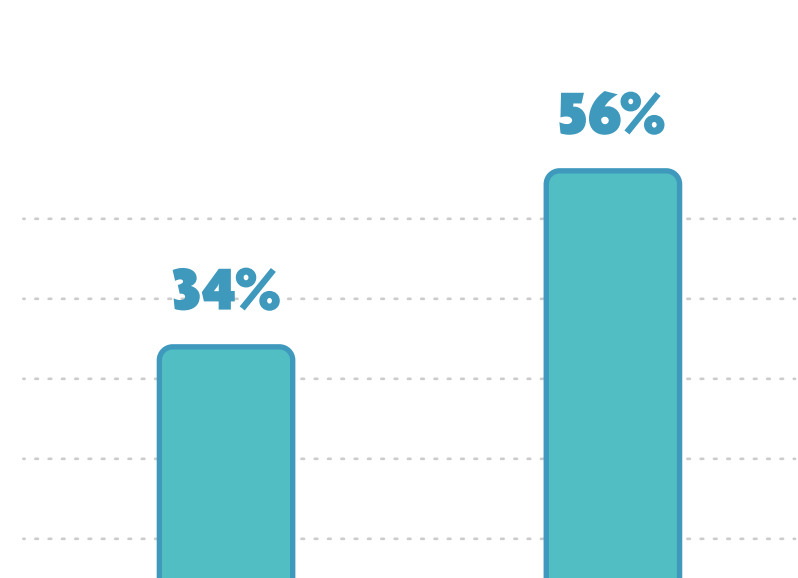
"I FOLLOW INFLUENCERS"

## ATTITUDE TO SOCIAL MEDIA

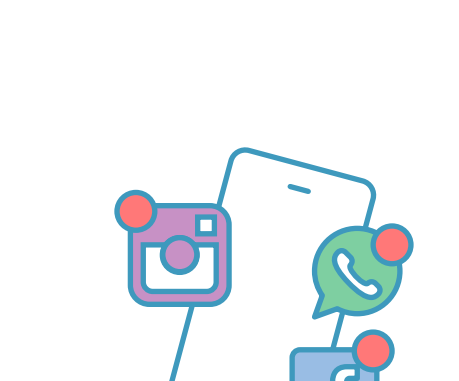
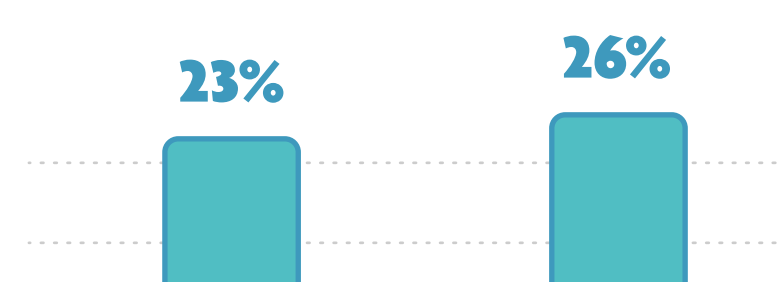
Younger people feel more connected by social media



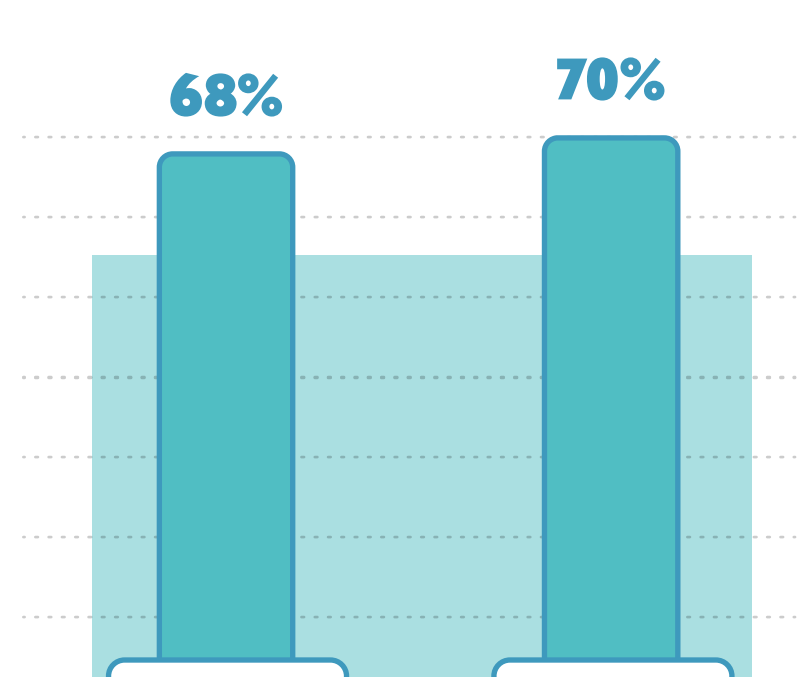
"SOCIAL MEDIA ARE TOO LABOR-INTENSIVE"



"I CAN'T GET THROUGH THE DAY WITHOUT SOCIAL MEDIA"



"I STAY UP TO DATE WITH WHAT'S GOING ON THROUGH SOCIAL MEDIA"



"SOCIAL MEDIA GIVE ME A FEELING OF BEING CONNECTED"

