

Chart of the Day

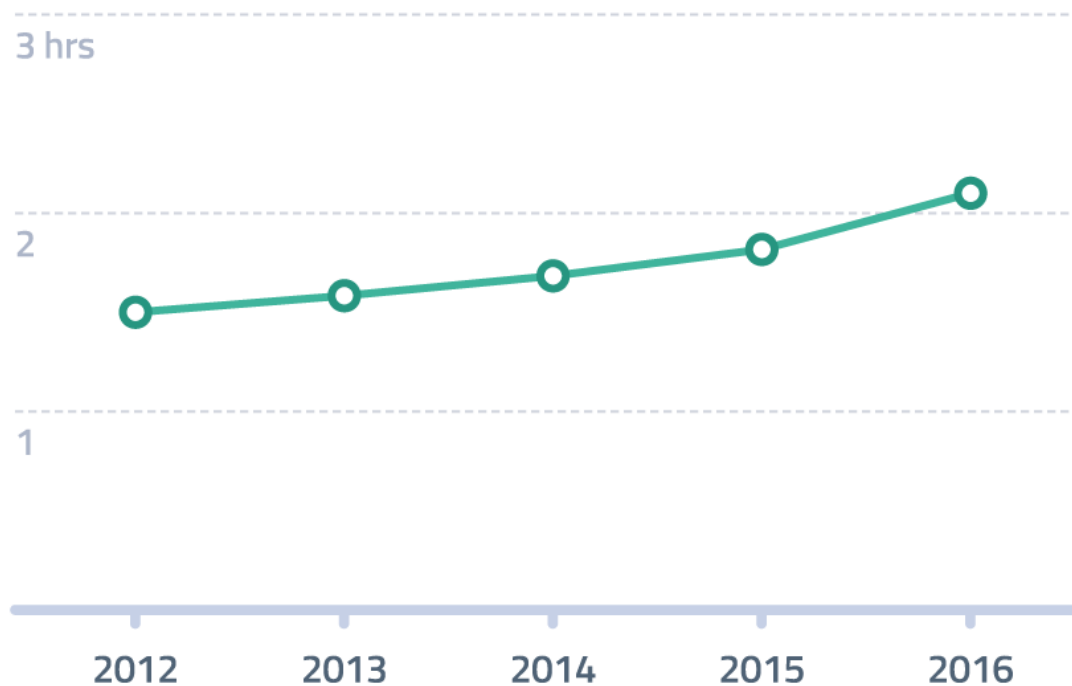
31 MARCH 2017



2+ Hours Spent on Social Media/Messaging Daily

Social Networking & Messaging Over Time

Average daily time spent social networking / messaging in hrs:mins



Question: Roughly how many hours do you spend engaging with / connected to social networks or services during a typical day? | **Source:** GlobalWebIndex 2012 - 2016 (averages of all waves conducted in each year) | **Base:** Internet users aged 16-64