Chart of the Day

11 JANUARY 2018



Top 10 Reasons for Social Media Usage

Top 10 Motivations Behind Using Social Media

% who say the following is a main reason for using social media

	To stay in touch with what my friends are doing	42%		Because a lot of my friends are on them	33%
	To stay up-to-date with news and current events	41%		To share photos or videos with others	32%
(To fill up spare time	39%	•	To share my opinion	30%
•	To find funny or entertaining content	37%	Q	To research / find products to buy	29%
	General networking with other people	34%	2 +	To meet new people	27%

Question: What are your main reasons for using social media?

Source: GlobalWebIndex Q3 2017 | Base: 77,814 Internet Users aged 16-64