

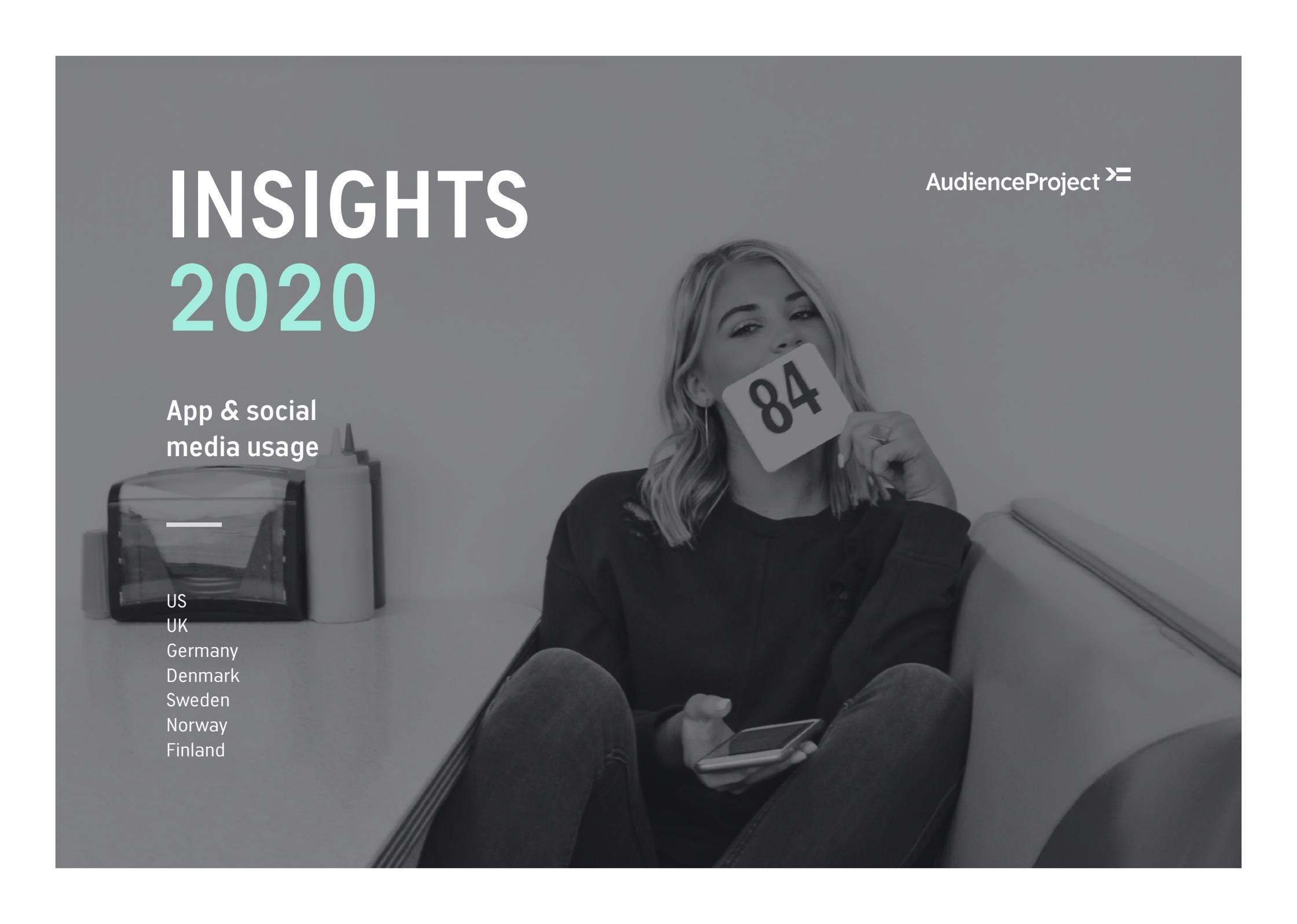
INSIGHTS 2020

AudienceProject 

App & social
media usage

—
US
UK
Germany
Denmark
Sweden
Norway
Finland

84



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EDITORIAL

Instagram climbs the ladder, TikTok has a long way to go

Instagram has become the best platform for brand advocacy, while TikTok, despite the (positive and negative) hype, is some way behind still.

The dominance of the US tech giants continues. In most countries, more than half of the top 10 most important apps are owned by Facebook or Google. It is especially the Facebook-owned apps which dominate the top lists with Facebook or WhatsApp being named as the most essential app in all countries but Sweden. Also, Instagram is among people's top picks.

Besides being one of the most essential apps, Instagram is also increasing its share of users across all countries and is now the second most used social media in Sweden. At the same time, Instagram is one of the social media that is used most frequently, with more than two-thirds of Instagram users using the platform daily.

All of this, of course, makes Instagram a highly relevant advertising platform, but what makes it particularly interesting to our industry is the fact that it is the social media used by most people to follow brands. In most countries, more than one-third of Instagram users use the platform with the purpose of following brands, indicating that Instagram delivers a platform with users who are highly receptive to commercial engagement.

Finally, we see that the up and coming challenger of the social media world - TikTok - still has a long way to go to become a mainstream platform. Only in the US and Norway, TikTok is used by more than 10% of the online population - and mainly among the younger generation.

Rune Werliin

Chief Product Officer @ AudienceProject

APPS

In most countries, more than half of the top 10 most important apps are owned by Facebook and Google. Especially Facebook and WhatsApp are considered crucial apps, being named as the most important app in all countries except Sweden. Also, Instagram is among people's most essential apps. Notably among the younger generation, where it is considered one of the two most important apps across all countries.

Instagram is the most important app among the 15-35-year-old Americans

[Which apps can Americans least do without on their mobile?]

Men

1		Facebook	15%
2		YouTube	10%
3		Instagram	10%
4		Twitter	10%
5		Gmail	9%

Women

1		Facebook	18%
2		Instagram	16%
3		Gmail	9%
4		Amazon	7%
5		YouTube	6%

15-25

1		Instagram	27%
2		YouTube	17%
3		Snapchat	15%
4		Twitter	13%
5		Facebook	12%

36-45

1		Facebook	22%
2		Instagram	11%
3		Gmail	10%
4		Amazon	7%
5		Twitter	7%

26-35

1		Instagram	19%
2		Facebook	16%
3		YouTube	12%
4		Twitter	10%
5		Gmail	10%

46-55

1		Facebook	17%
2		Gmail	11%
3		Google Maps	8%
4		Instagram	8%
5		Amazon	8%

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

56+

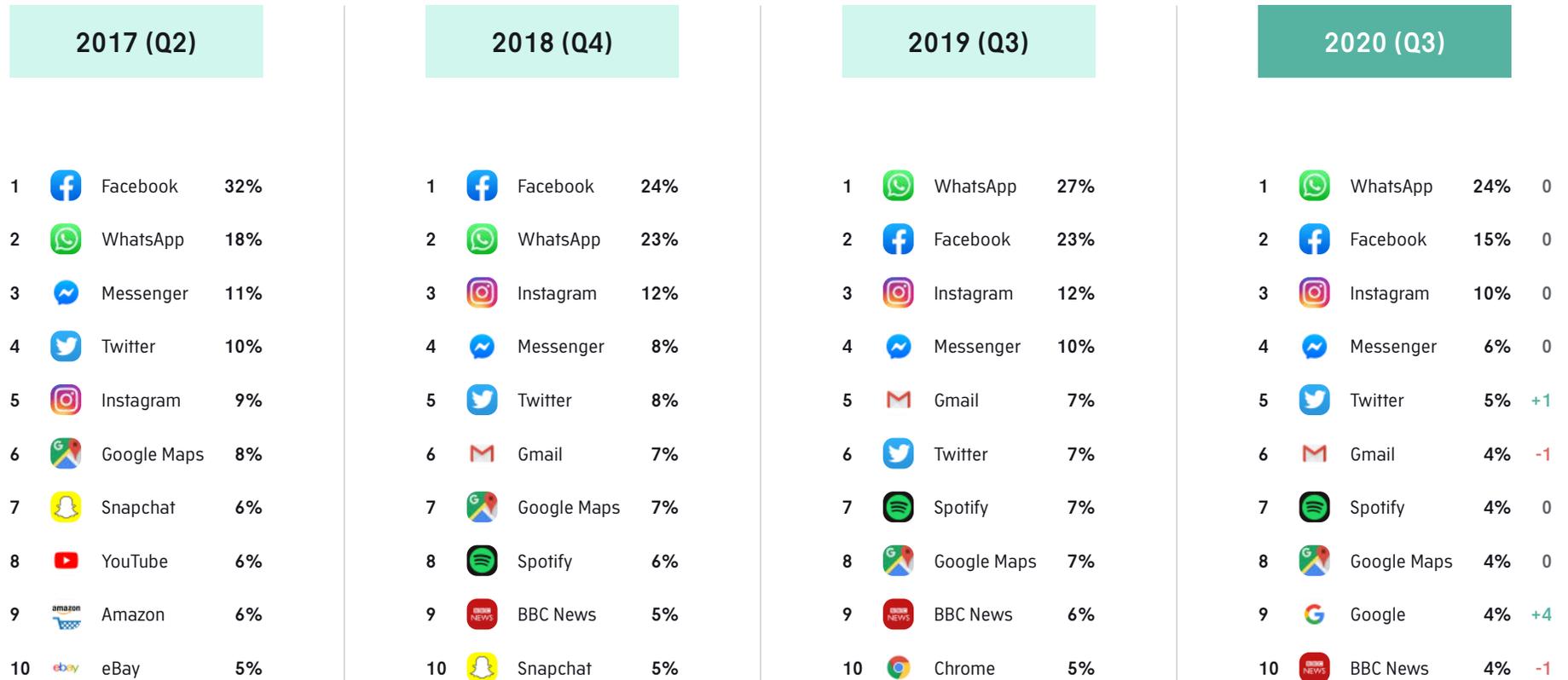
1		Facebook	17%
2		Google Maps	8%
3		Gmail	7%
4		Amazon	6%
5		Google	5%

WhatsApp remains the most important app among Brits

[Which apps can Brits least do without on their mobile?]

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without



Instagram is the most important app among the 15-25-year-old Brits

[Which apps can Brits least do without on their mobile?]

Men

1		WhatsApp	21%
2		Facebook	12%
3		Twitter	6%
4		Instagram	6%
5		Messenger	5%

Women

1		WhatsApp	25%
2		Facebook	16%
3		Instagram	13%
4		Messenger	7%
5		Gmail	4%

15-25

1		Instagram	27%
2		WhatsApp	19%
3		Messenger	13%
4		Snapchat	12%
5		Facebook	10%

36-45

1		WhatsApp	26%
2		Facebook	16%
3		Google Maps	5%
4		Spotify	5%
5		Outlook	5%

26-35

1		WhatsApp	32%
2		Facebook	13%
3		Instagram	13%
4		Messenger	7%
5		Gmail	7%

46-55

1		WhatsApp	20%
2		Facebook	18%
3		Twitter	7%
4		BBC News	5%
5		Spotify	5%

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

56+

1		WhatsApp	19%
2		Facebook	12%
3		Google	8%
4		BBC News	6%
5		Outlook	4%

WhatsApp is by far the most important app among Germans

[Which apps can Germans least do without on their mobile?]

2020 (Q3)

- | | | | |
|----|---|-----------------------|-----|
| 1 |  | WhatsApp | 60% |
| 2 |  | Facebook | 15% |
| 3 |  | Instagram | 12% |
| 4 |  | Google | 7% |
| 5 |  | YouTube | 6% |
| 6 |  | Google Maps | 6% |
| 7 |  | Amazon | 4% |
| 8 |  | Spotify | 4% |
| 9 |  | eBay
Kleinanzeigen | 4% |
| 10 |  | Gmail | 4% |

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without



WhatsApp is the most important app among all age groups in Germany

[Which apps can Germans least do without on their mobile?]

Men

1		WhatsApp	54%
2		Facebook	10%
3		Instagram	8%
4		YouTube	8%
5		Google Maps	8%

Women

1		WhatsApp	67%
2		Facebook	21%
3		Instagram	16%
4		Google	8%
5		eBay Kleinanzeigen	5%

15-25

1		WhatsApp	76%
2		Instagram	30%
3		YouTube	22%
4		Facebook	13%
5		Spotify	6%

36-45

1		WhatsApp	62%
2		Facebook	20%
3		Instagram	9%
4		Google Maps	6%
5		eBay Kleinanzeigen	6%

26-35

1		WhatsApp	66%
2		Instagram	22%
3		Facebook	16%
4		Spotify	9%
5		YouTube	8%

46-55

1		WhatsApp	57%
2		Facebook	16%
3		Google	7%
4		Instagram	6%
5		Google Maps	6%

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

56+

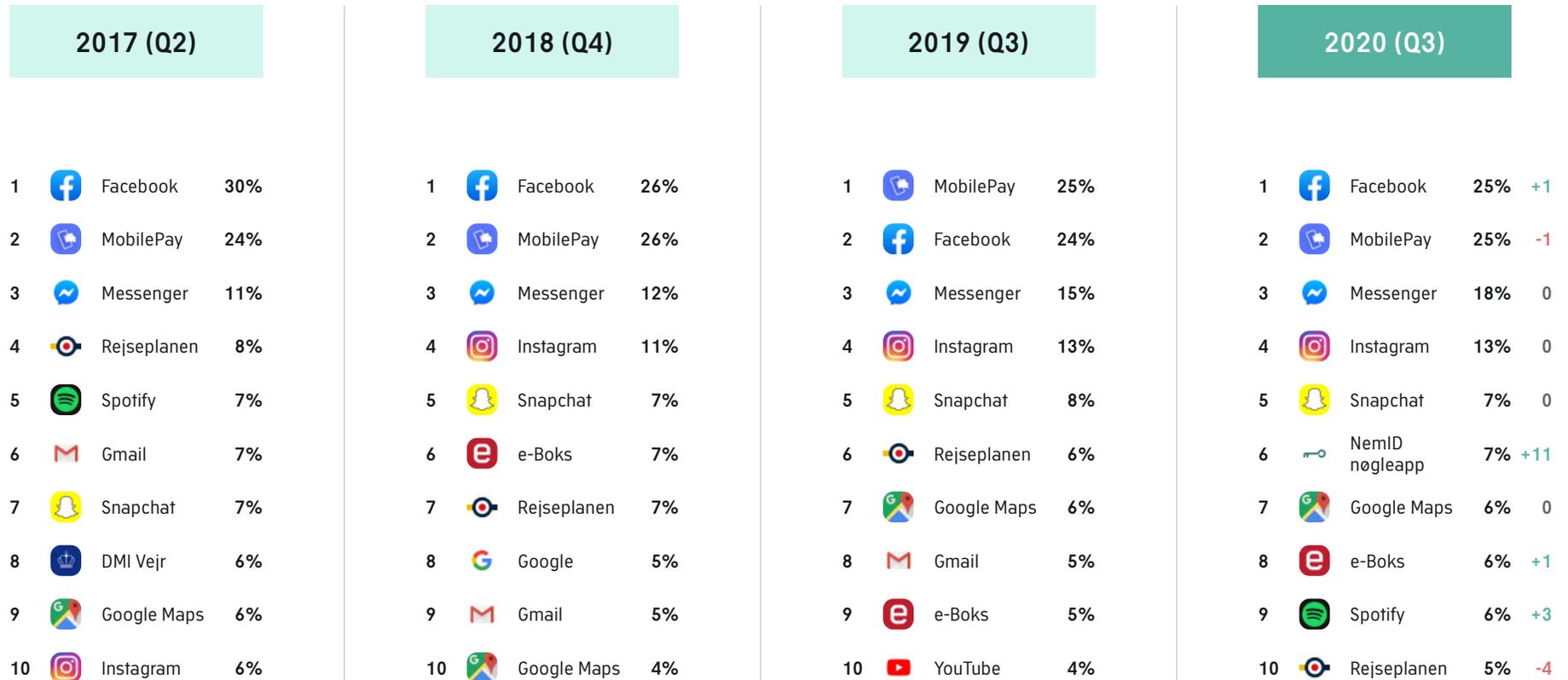
1		WhatsApp	50%
2		Facebook	14%
3		Google	12%
4		Google Maps	7%
5		eBay Kleinanzeigen	4%

Facebook regains its position as the most important app in Denmark

[Which apps can Danes least do without on their mobile?]

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without



MobilePay is the most important app among men and the older Danes

[Which apps can Danes least do without on their mobile?]

Men

1		MobilePay	23%
2		Facebook	20%
3		Messenger	10%
4		NemID nøgleapp	8%
5		Google Maps	8%

Women

1		Facebook	30%
2		MobilePay	27%
3		Messenger	26%
4		Instagram	20%
5		Snapchat	9%

15-25

1		Messenger	54%
2		Instagram	35%
3		Facebook	34%
4		Snapchat	24%
5		MobilePay	19%

36-45

1		Facebook	28%
2		MobilePay	21%
3		Messenger	11%
4		e-Boks	9%
5		Google Maps	8%

26-35

1		Facebook	30%
2		Instagram	29%
3		Messenger	22%
4		MobilePay	18%
5		Snapchat	10%

46-55

1		MobilePay	29%
2		Facebook	23%
3		Messenger	13%
4		NemID nøgleapp	10%
5		e-Boks	8%

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

56+

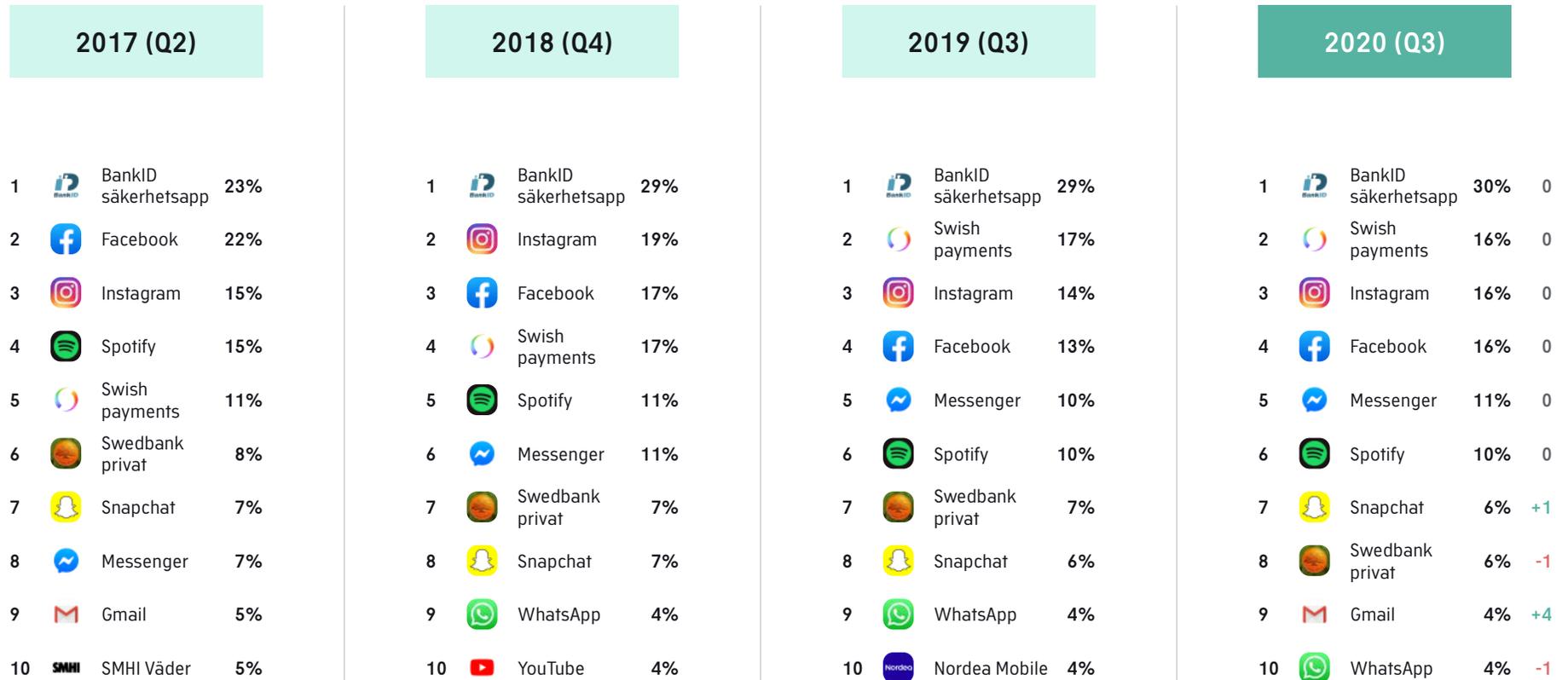
1		MobilePay	33%
2		Facebook	18%
3		Coop	8%
4		Google	8%
5		NemID nøgleapp	7%

BankID is considered increasingly important among Swedes

[Which apps can Swedes least do without on their mobile?]

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without



Instagram is the most important app among the 15-25-year-old Swedes

[Which apps can Swedes least do without on their mobile?]

Men

1		BankID säkerhetsapp	31%
2		Swish payments	16%
3		Facebook	15%
4		Spotify	9%
5		Instagram	9%

Women

1		BankID säkerhetsapp	29%
2		Instagram	23%
3		Swish payments	17%
4		Facebook	17%
5		Messenger	16%

15-25

1		Instagram	37%
2		Snapchat	26%
3		Messenger	24%
4		Spotify	22%
5		BankID säkerhetsapp	18%

36-45

1		BankID säkerhetsapp	30%
2		Swish payments	18%
3		Facebook	16%
4		Instagram	14%
5		Spotify	8%

26-35

1		BankID säkerhetsapp	38%
2		Instagram	21%
3		Swish payments	18%
4		Messenger	17%
5		Facebook	17%

46-55

1		BankID säkerhetsapp	32%
2		Facebook	20%
3		Swish payments	19%
4		Spotify	8%
5		Instagram	8%

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

56+

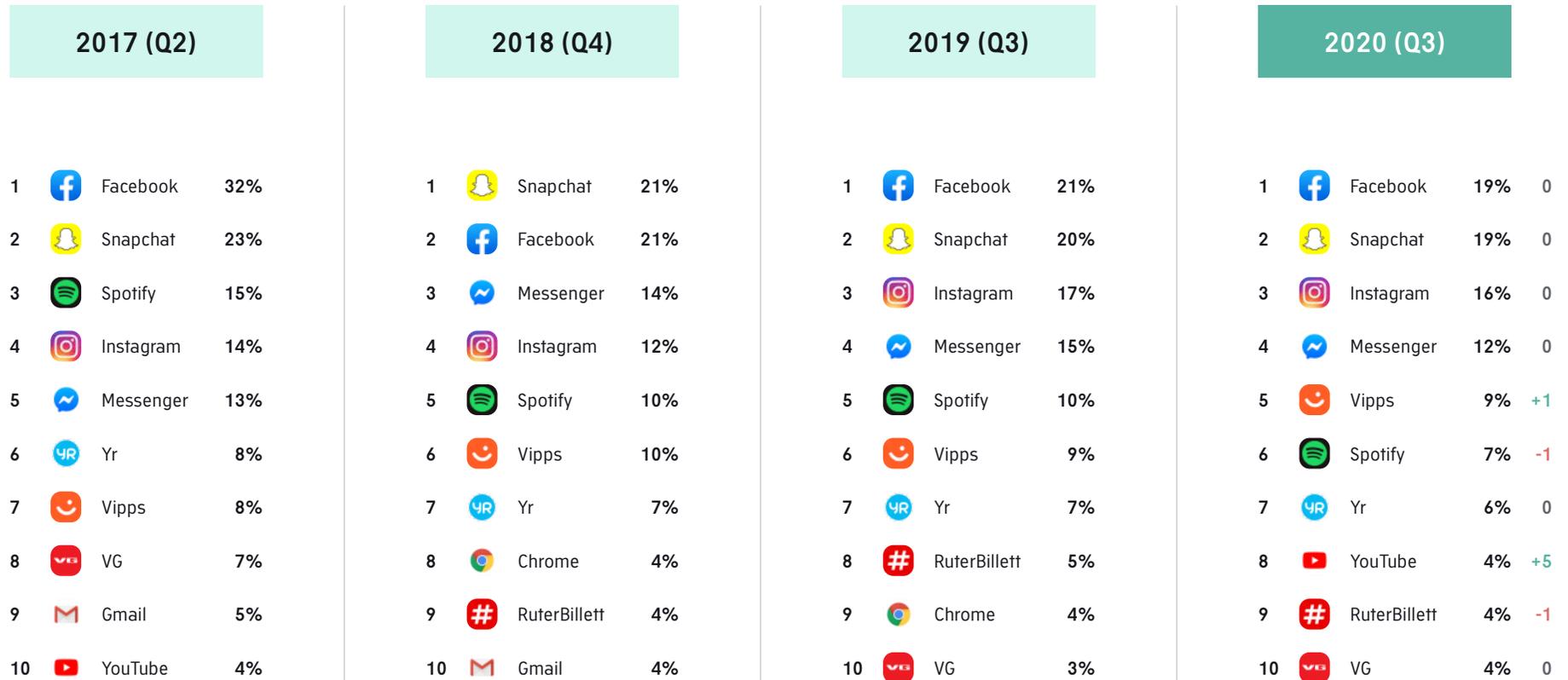
1		BankID säkerhetsapp	31%
2		Swish payments	17%
3		Facebook	14%
4		Instagram	7%
5		Google	7%

Facebook remains the most important app among Norwegians

[Which apps can Norwegians least do without on their mobile?]

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without



Snapchat is the most important app among women and the younger Norwegians

[Which apps can Norwegians least do without on their mobile?]

Men

1		Facebook	18%
2		Snapchat	16%
3		Instagram	12%
4		Vipps	9%
5		Messenger	8%

Women

1		Snapchat	21%
2		Facebook	20%
3		Instagram	20%
4		Messenger	16%
5		Vipps	9%

15-25

1		Snapchat	46%
2		Instagram	39%
3		Messenger	18%
4		Facebook	17%
5		YouTube	16%

36-45

1		Facebook	22%
2		Snapchat	16%
3		Messenger	12%
4		Instagram	10%
5		Vipps	8%

26-35

1		Snapchat	27%
2		Instagram	26%
3		Facebook	23%
4		Messenger	20%
5		Spotify	8%

46-55

1		Facebook	17%
2		Vipps	14%
3		Yr	8%
4		Snapchat	8%
5		Messenger	7%

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

56+

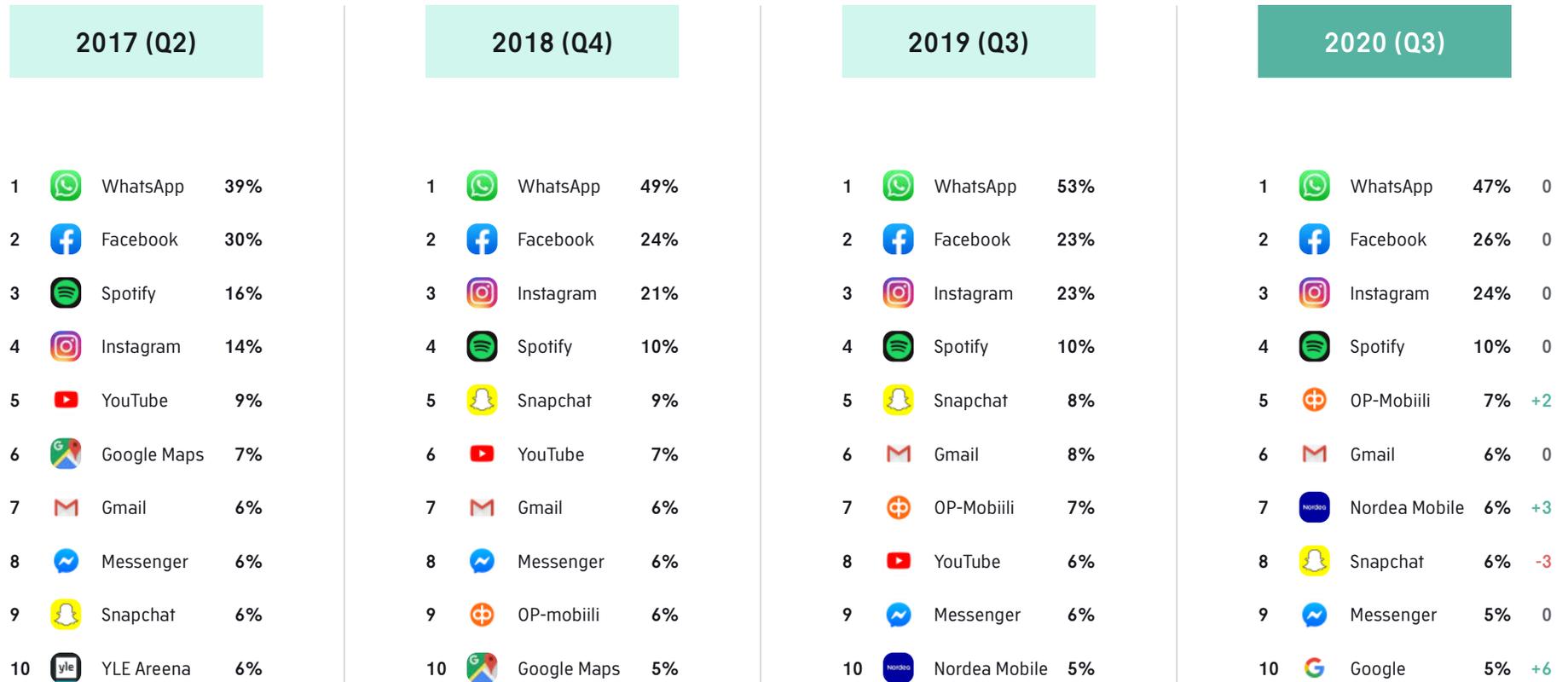
1		Facebook	17%
2		Yr	14%
3		Vipps	11%
4		Google	7%
5		RuterBillett	6%

WhatsApp remains the most important app among Finns

[Which apps can Finns least do without on their mobile?]

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without



WhatsApp is the most important app among all age groups in Finland

[Which apps can Finns least do without on their mobile?]

Men

1		WhatsApp	38%
2		Facebook	17%
3		Instagram	11%
4		Spotify	9%
5		Chrome	8%

Women

1		WhatsApp	55%
2		Instagram	37%
3		Facebook	34%
4		Spotify	11%
5		Snapchat	8%

15-25

1		WhatsApp	54%
2		Instagram	52%
3		Facebook	30%
4		Snapchat	28%
5		Spotify	18%

36-45

1		WhatsApp	44%
2		Facebook	23%
3		Instagram	16%
4		Spotify	9%
5		Messenger	8%

26-35

1		WhatsApp	59%
2		Instagram	37%
3		Facebook	24%
4		Spotify	15%
5		OP-Mobility	11%

46-55

1		WhatsApp	45%
2		Facebook	30%
3		Instagram	14%
4		Nordea Mobile	8%
5		OP-Mobility	6%

Note:

The figures represent how many that name the following apps as one of the three apps they least can do without

56+

1		WhatsApp	35%
2		Facebook	24%
3		Google	12%
4		YLE	7%
5		Gmail	7%

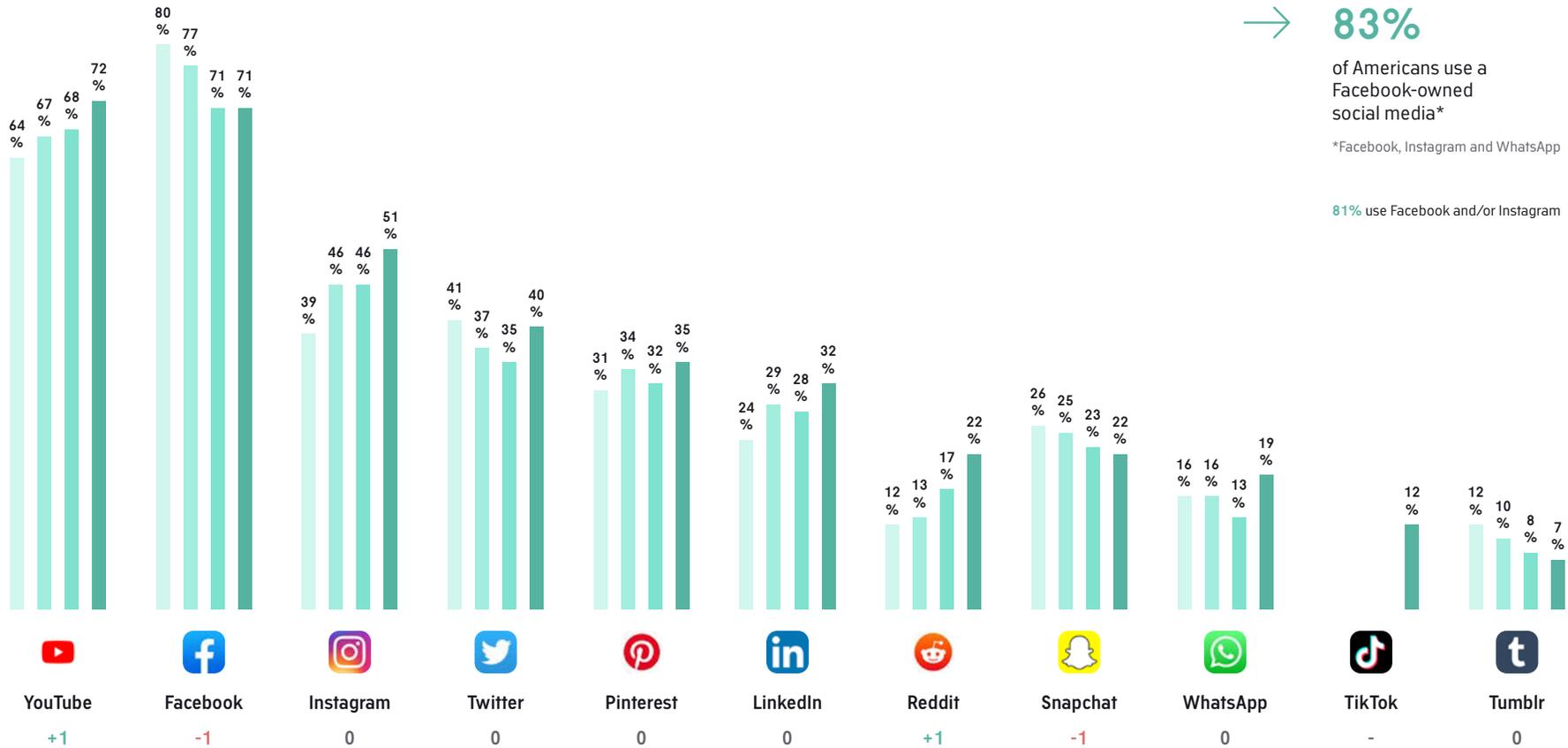
SOCIAL MEDIA

More than eight out of ten people across all countries use a Facebook-owned social media. Though Facebook is the most used social media, it is mainly WhatsApp and Instagram attracting new users. In all countries, more people use Instagram, and among the younger generation, it is one of the most popular social media. Additionally, Instagram is the social media used by most people to follow brands.

YouTube is now the most used social media in the US

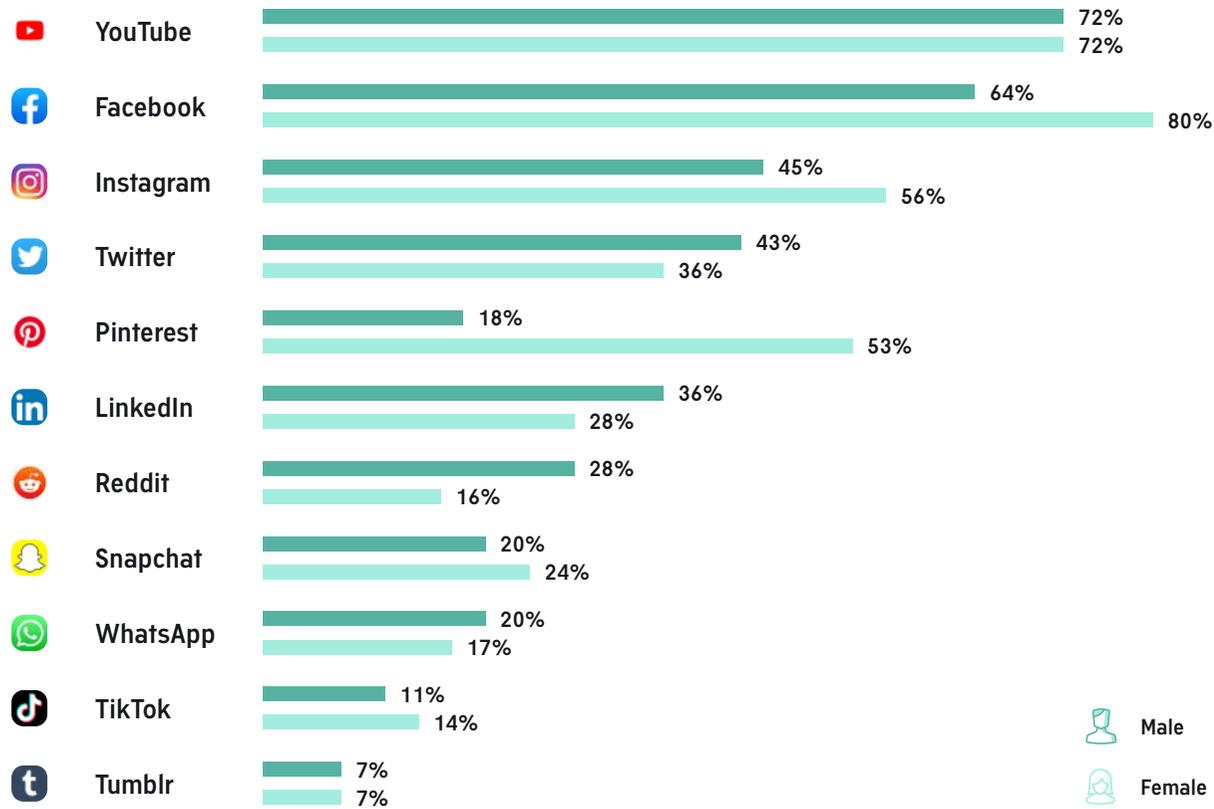
[How many Americans use the following social media?]

■ 2017 (Q2)
■ 2018 (Q4)
■ 2019 (Q3)
■ 2020 (Q3)



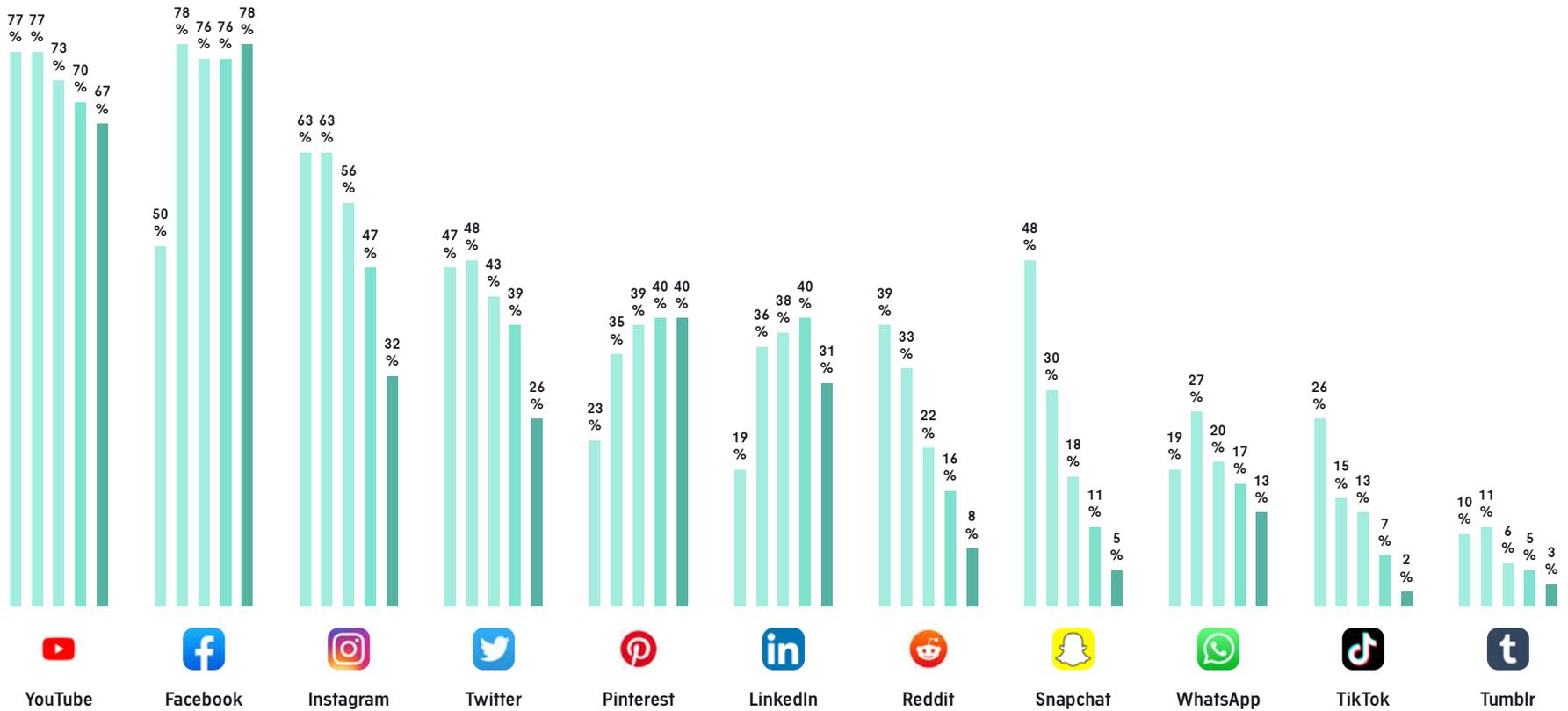
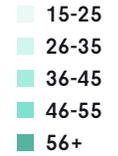
Three quarters of both genders in the US use YouTube

[How many Americans use the following social media?]



Facebook is only used by half of the 15-25-year-olds in the US

[How many Americans use the following social media?]

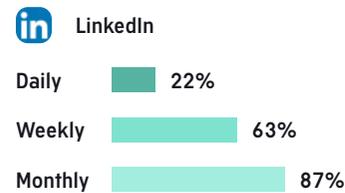
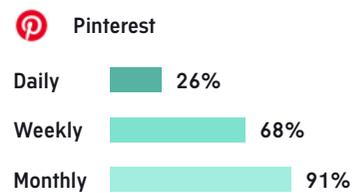
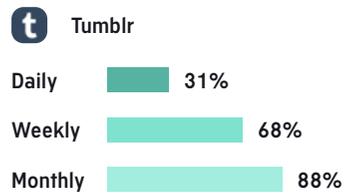
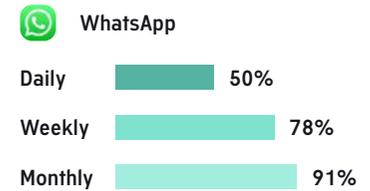
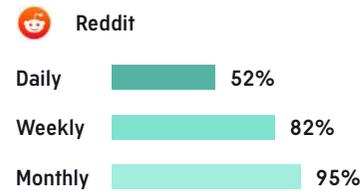
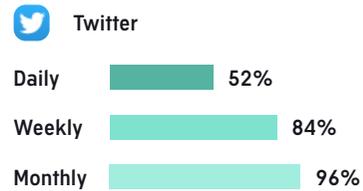
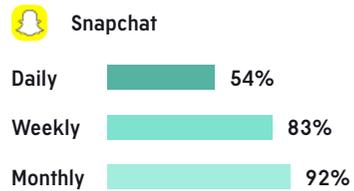
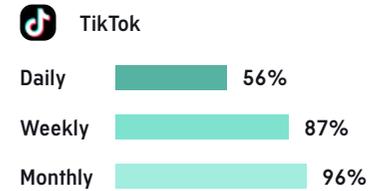
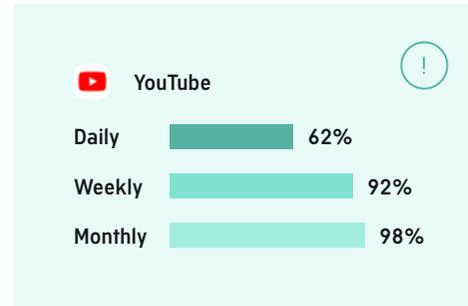
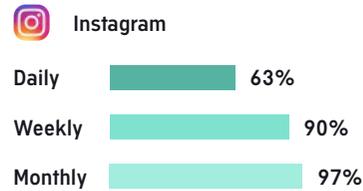
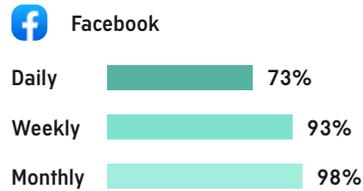


Two thirds of American YouTube users use the platform daily

[How often do Americans use the following social media?]

Note:

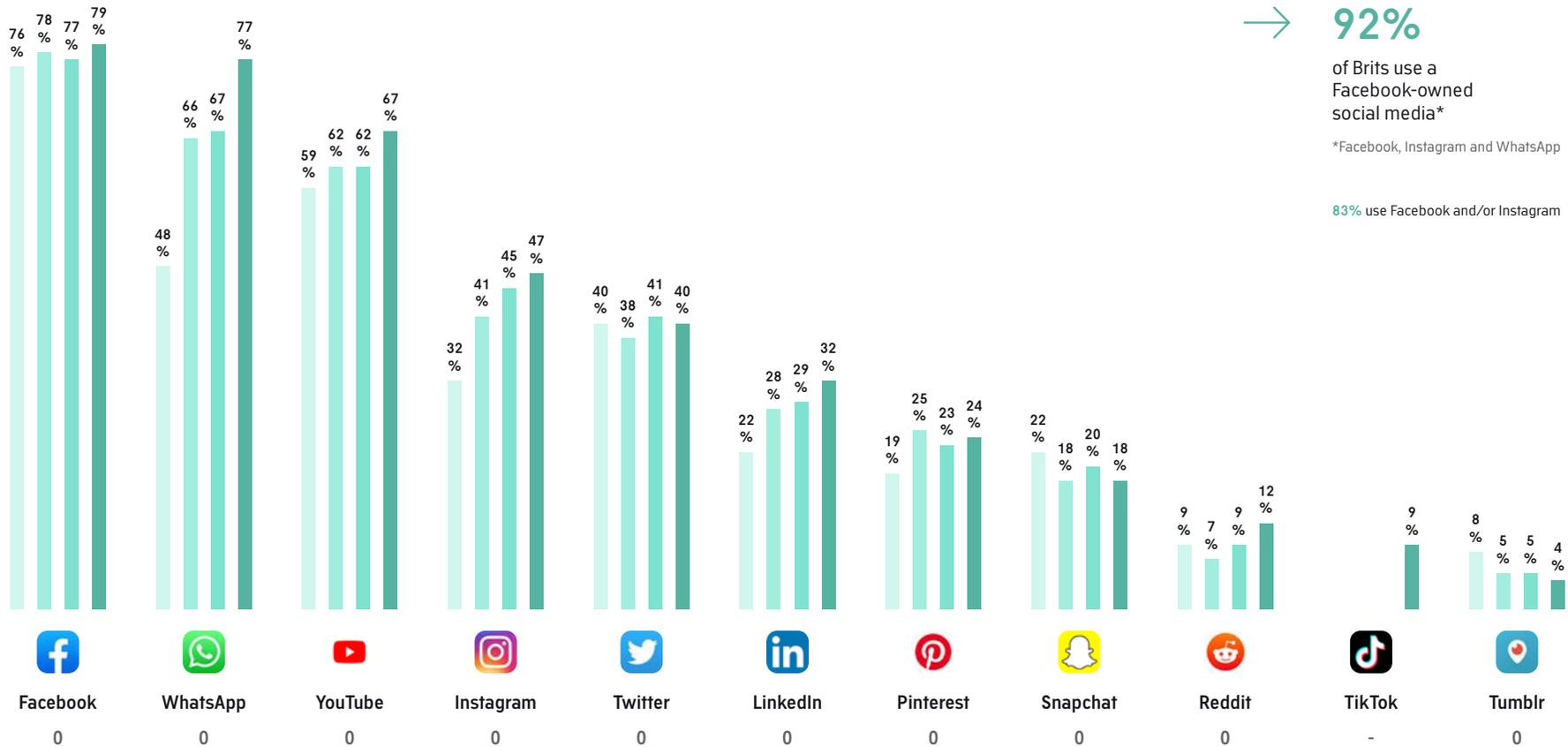
The figures represent how often the ones using the following social media are using the social media



WhatsApp is closing in on Facebook as the most used social media in the UK

[How many Brits use the following social media?]

2017 (Q2)
2018 (Q4)
2019 (Q3)
2020 (Q3)



→ 92%

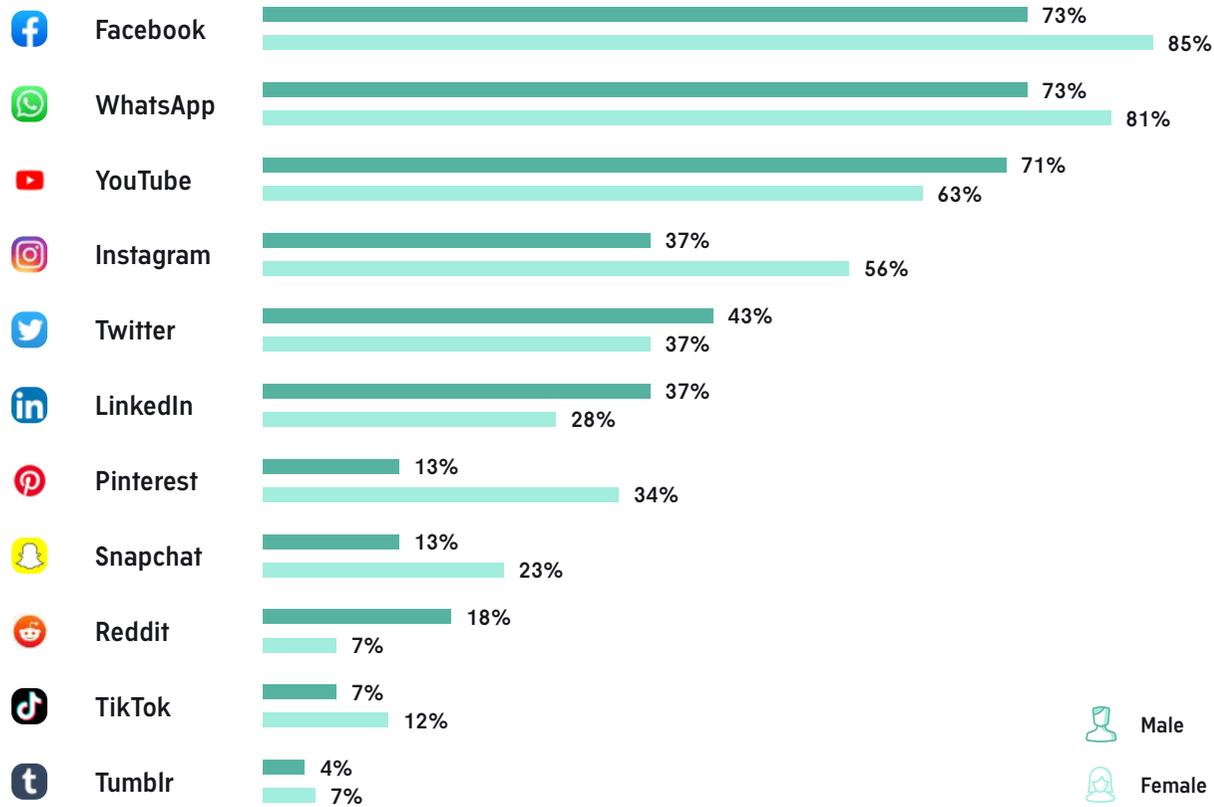
of Brits use a Facebook-owned social media*

*Facebook, Instagram and WhatsApp

83% use Facebook and/or Instagram

Facebook and WhatsApp are equally used by British men

[How many Brits use the following social media?]

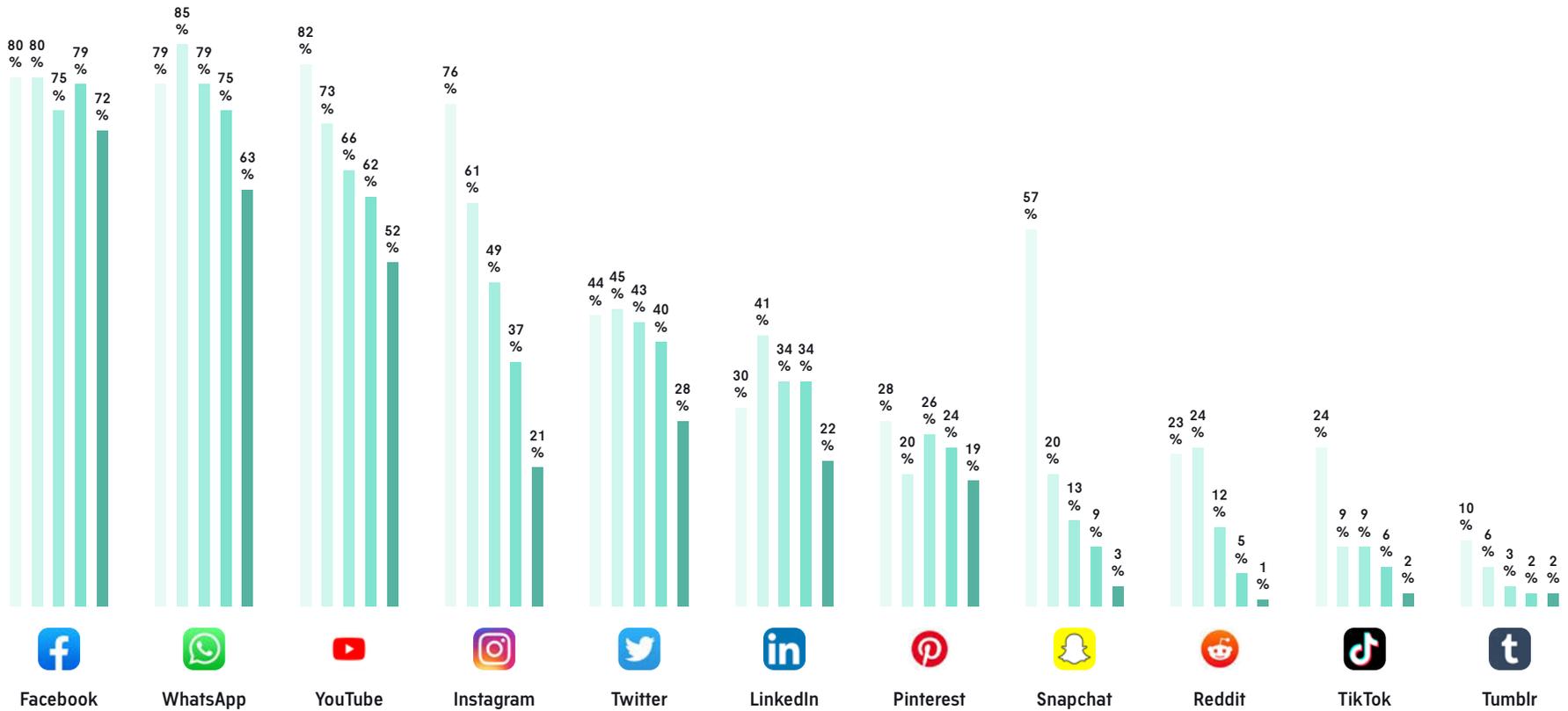
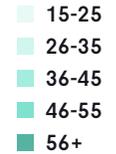


 Male
 Female



WhatsApp is the most used social media by younger people in the UK

[How many Brits use the following social media?]



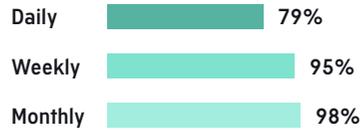
Six out of ten British Twitter users use the platform daily

[How often do Brits use the following social media?]

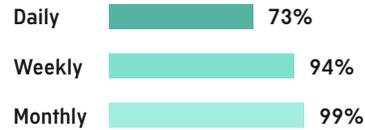
Note:

The figures represent how often the ones using the following social media are using the social media

Facebook



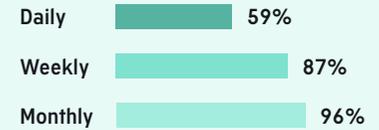
WhatsApp



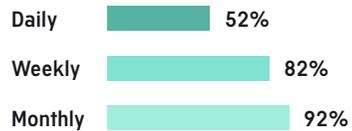
Instagram



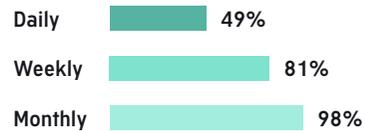
Twitter



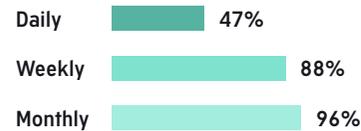
Snapchat



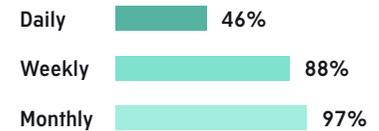
Reddit



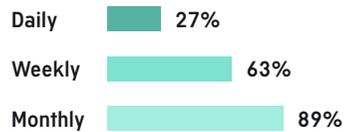
TikTok



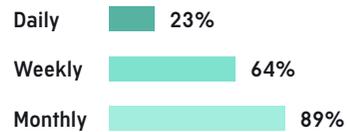
YouTube



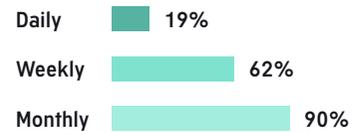
Tumblr



LinkedIn



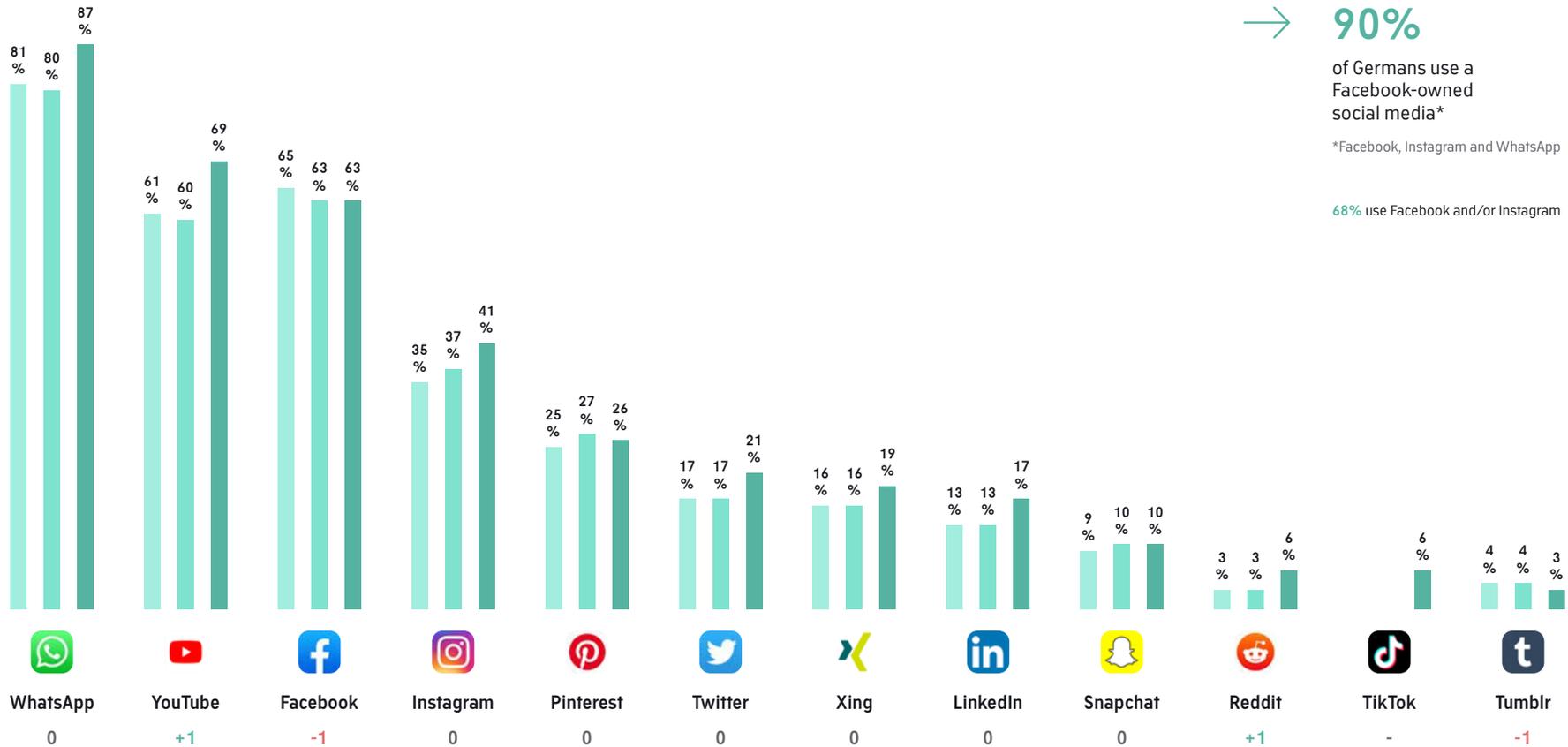
Pinterest



Facebook drops to the third most used social media in Germany

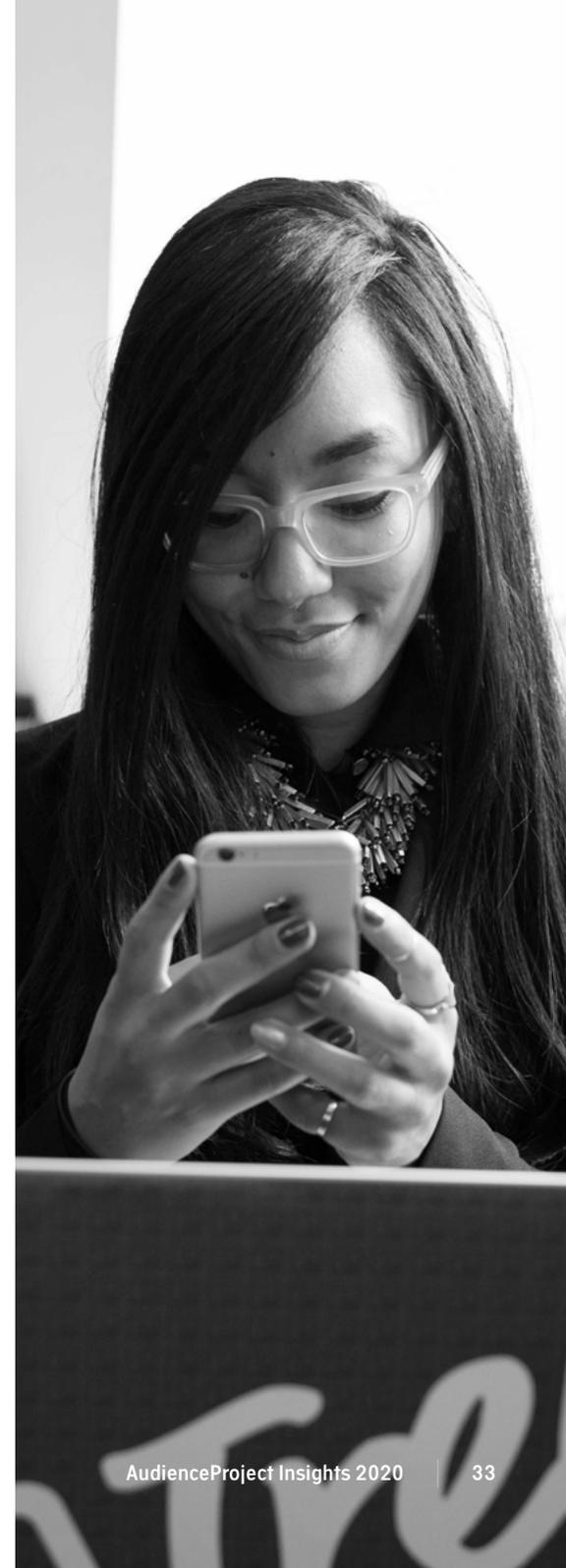
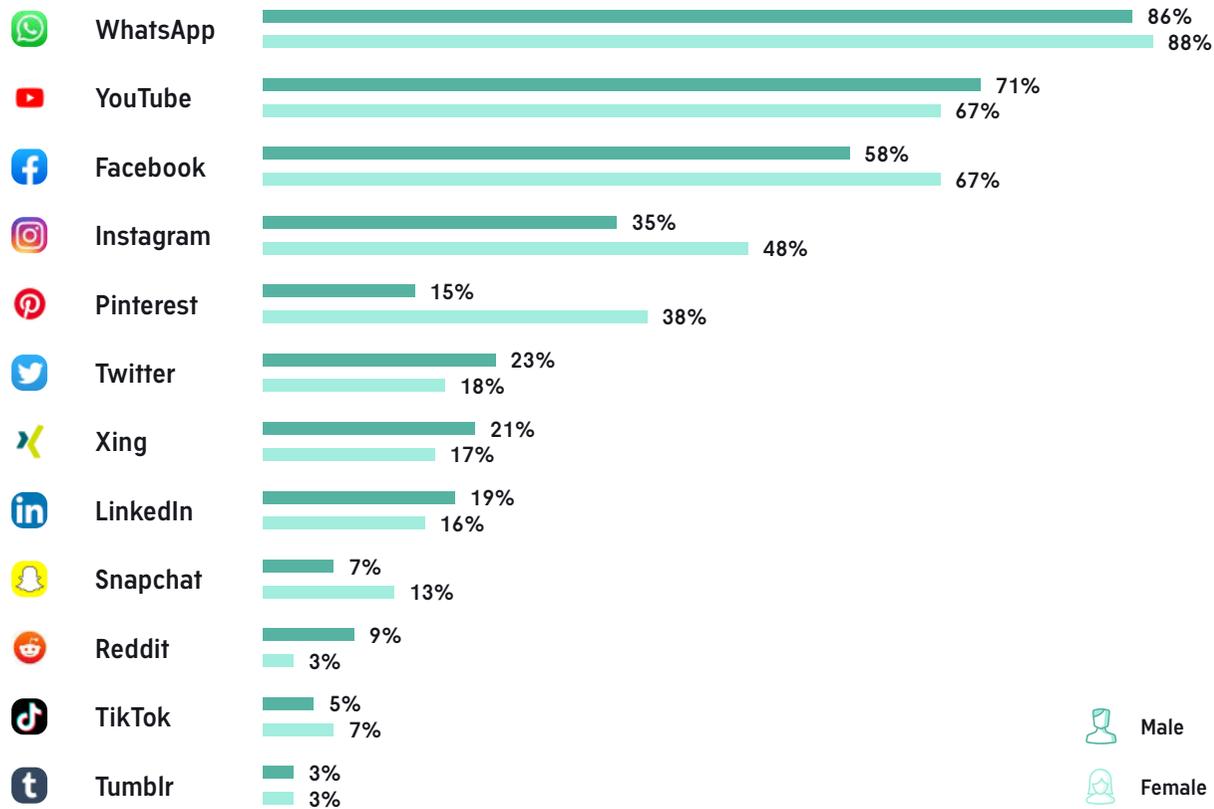
[How many Germans use the following social media?]

2018 (Q4)
2019 (Q3)
2020 (Q3)



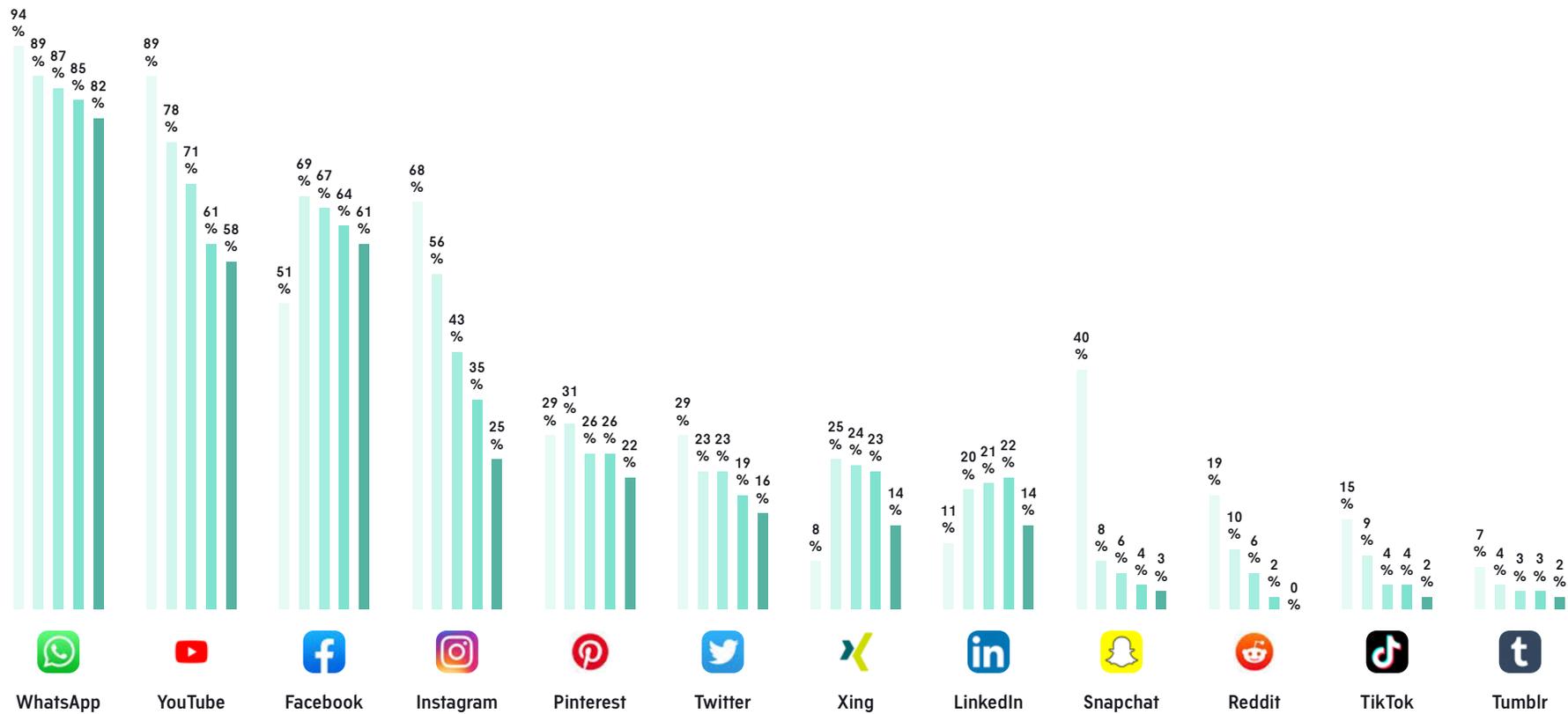
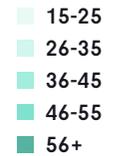
WhatsApp is highly used by both genders in Germany

[How many Germans use the following social media?]



Facebook is only used by half of the 15-25-year-olds in Germany

[How many Germans use the following social media?]

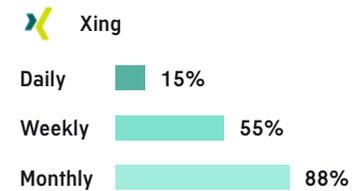
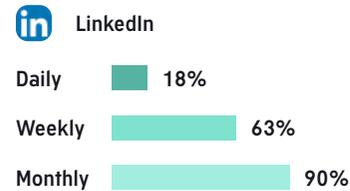
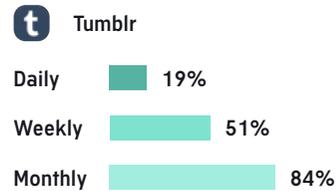
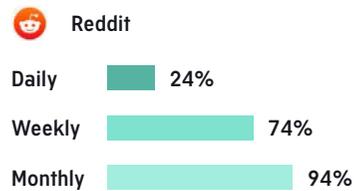
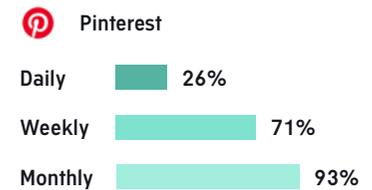
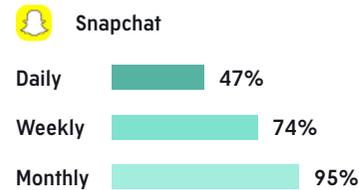
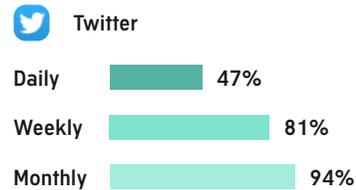
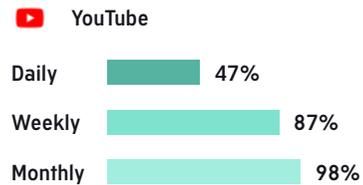
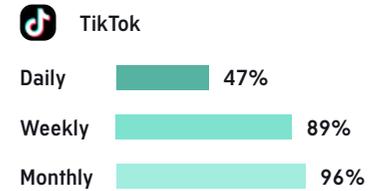
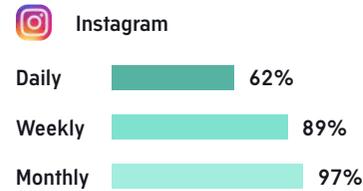
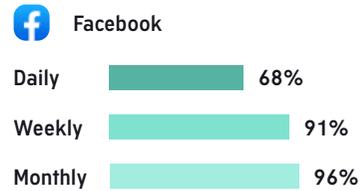
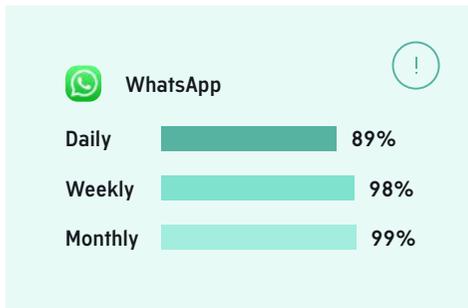


Nine out of ten German WhatsApp users use the platform daily

[How often do Germans use the following social media?]

Note:

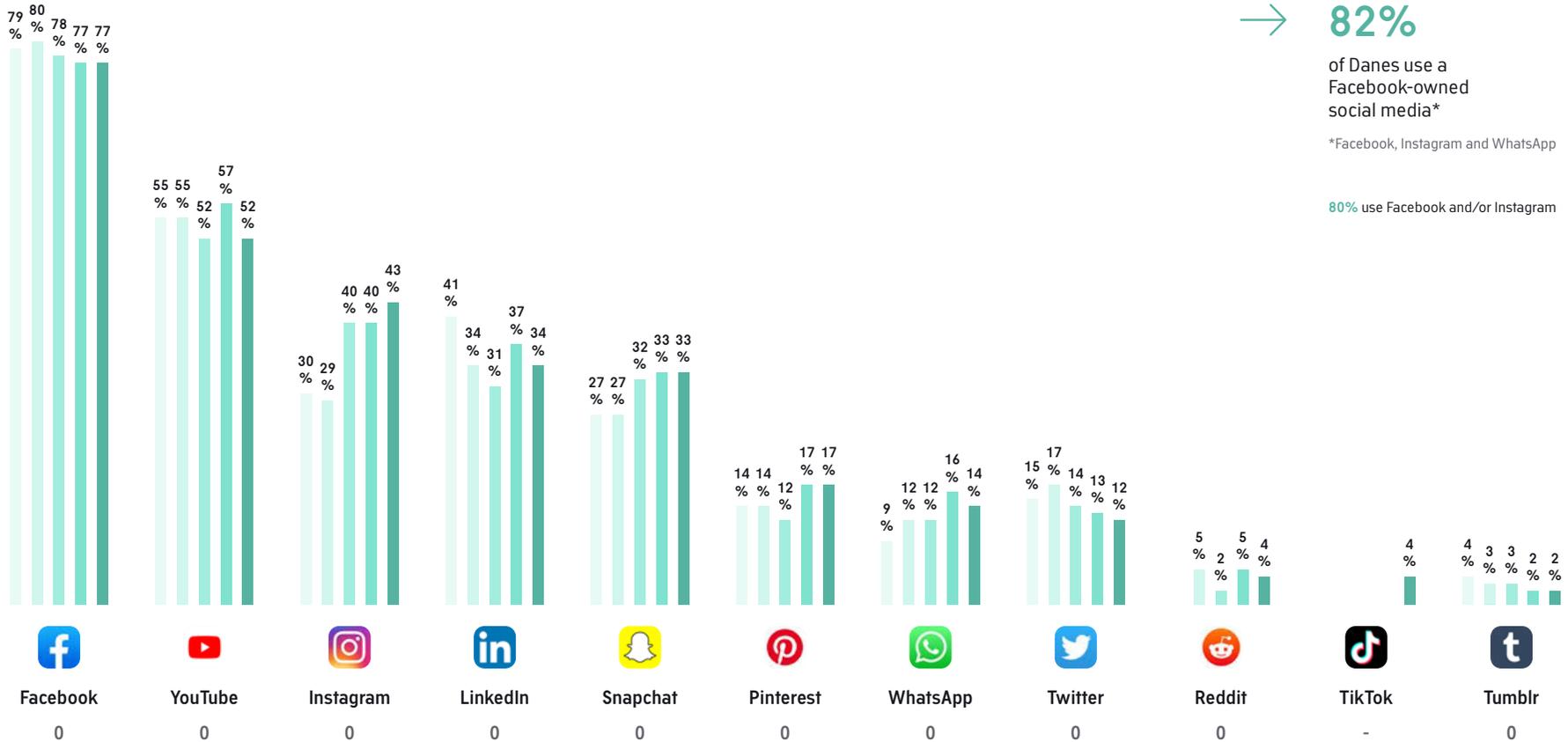
The figures represent how often the ones using the following social media are using the social media



Instagram is the only social media in Denmark increasing the share of users

[How many Danes use the following social media?]

- 2016 (Q4)
- 2017 (Q2)
- 2018 (Q4)
- 2019 (Q3)
- 2020 (Q3)



→ 82%

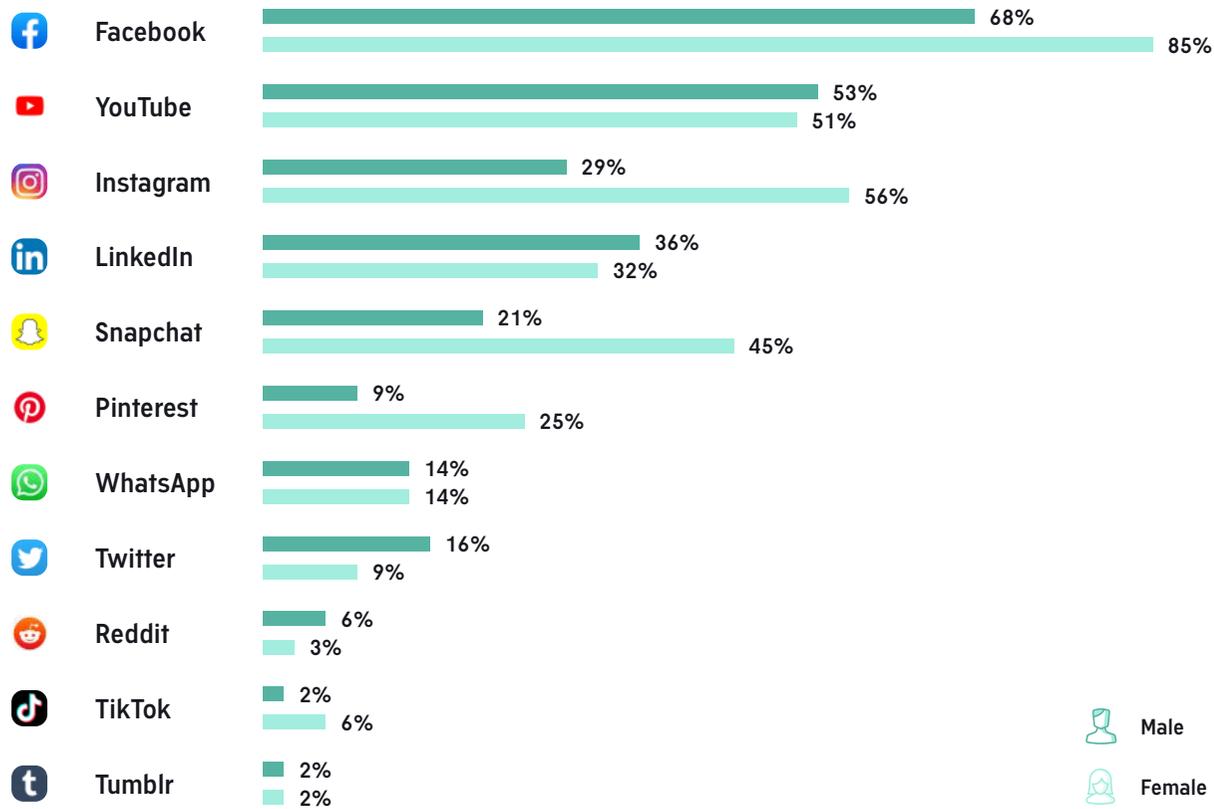
of Danes use a Facebook-owned social media*

*Facebook, Instagram and WhatsApp

80% use Facebook and/or Instagram

Twice as many women as men use Instagram in Denmark

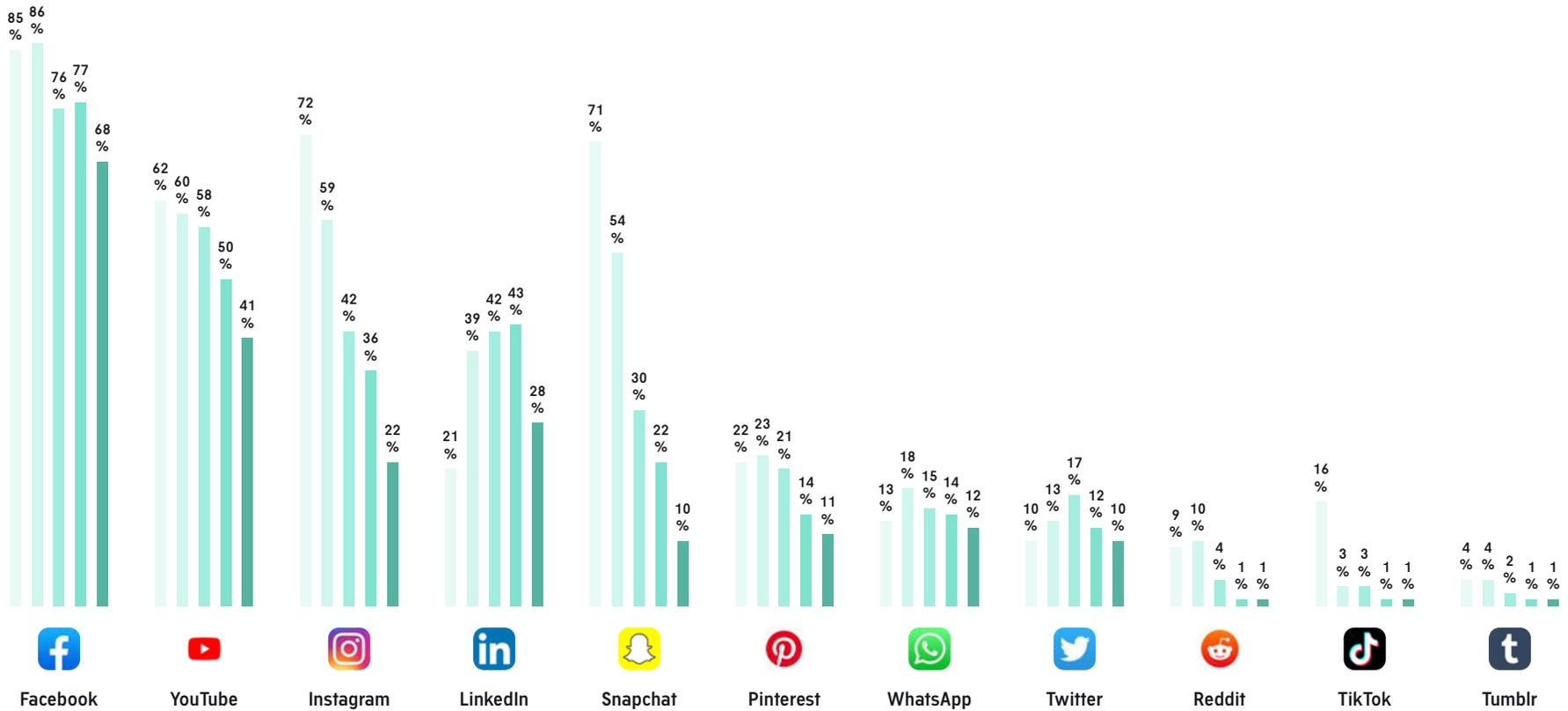
[How many Danes use the following social media?]



Snapchat is used by seven out of ten of the 15-25-year-olds in Denmark

[How many Danes use the following social media?]

- 15-25
- 26-35
- 36-45
- 46-55
- 56+



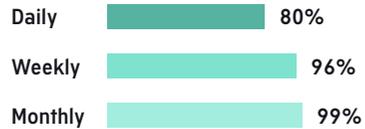
A quarter of Danish LinkedIn users use the platform daily

[How often do Danes use the following social media?]

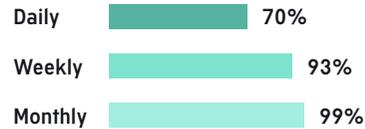
Note:

The figures represent how often the ones using the following social media are using the social media

Facebook



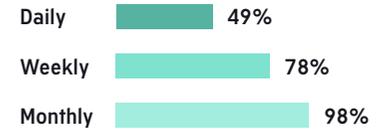
Instagram



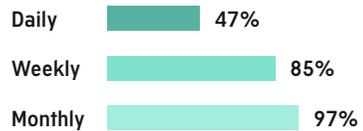
Snapchat



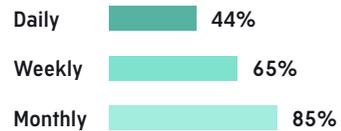
Reddit



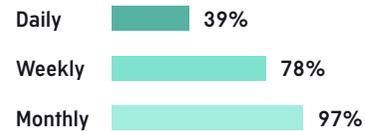
TikTok



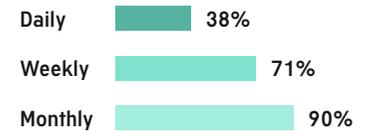
Tumblr



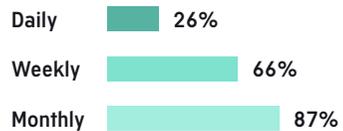
YouTube



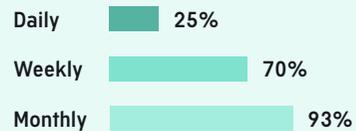
Twitter



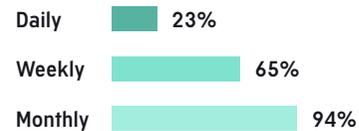
WhatsApp



LinkedIn

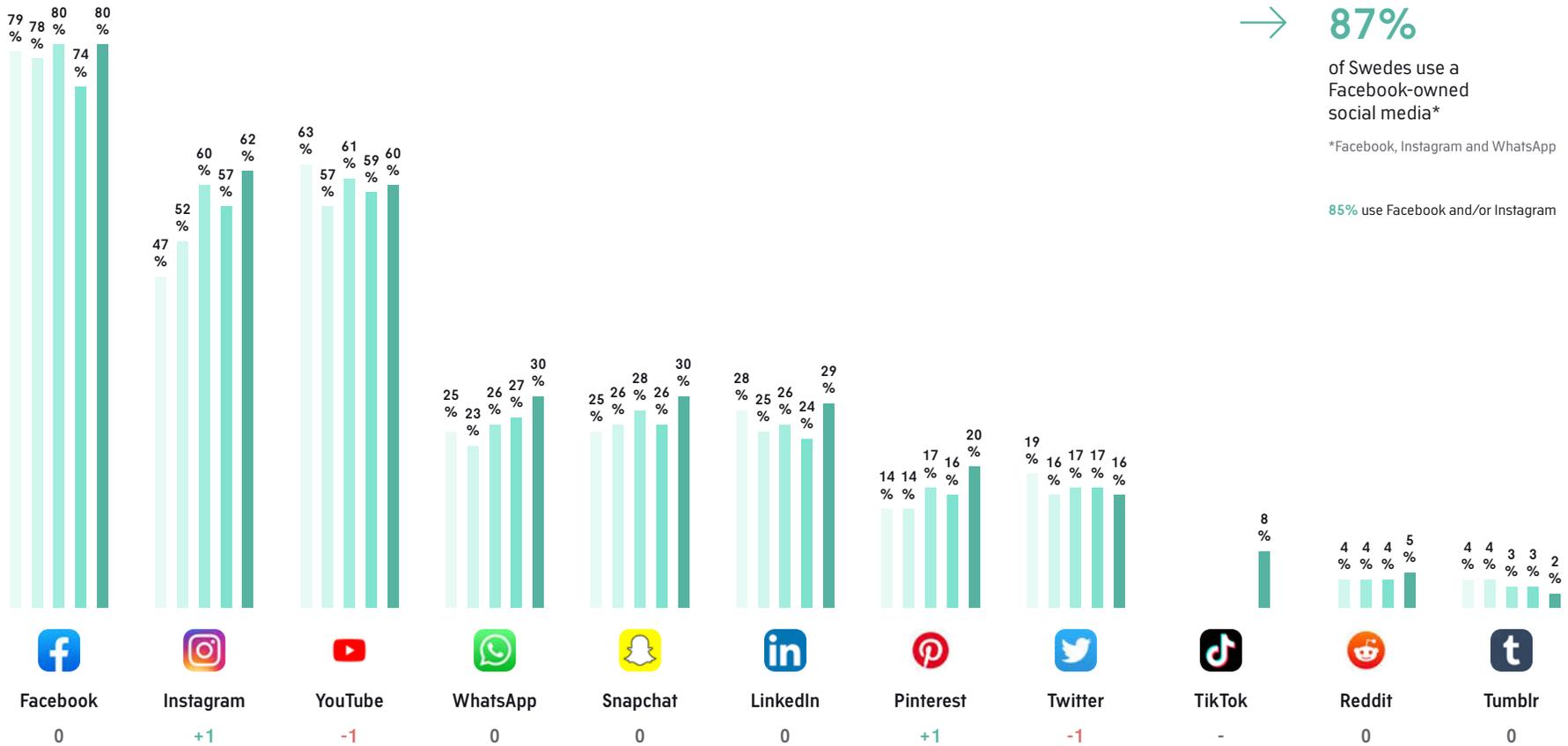


Pinterest



Instagram is now the second most used social media in Sweden

[How many Swedes use the following social media?]



→ **87%**

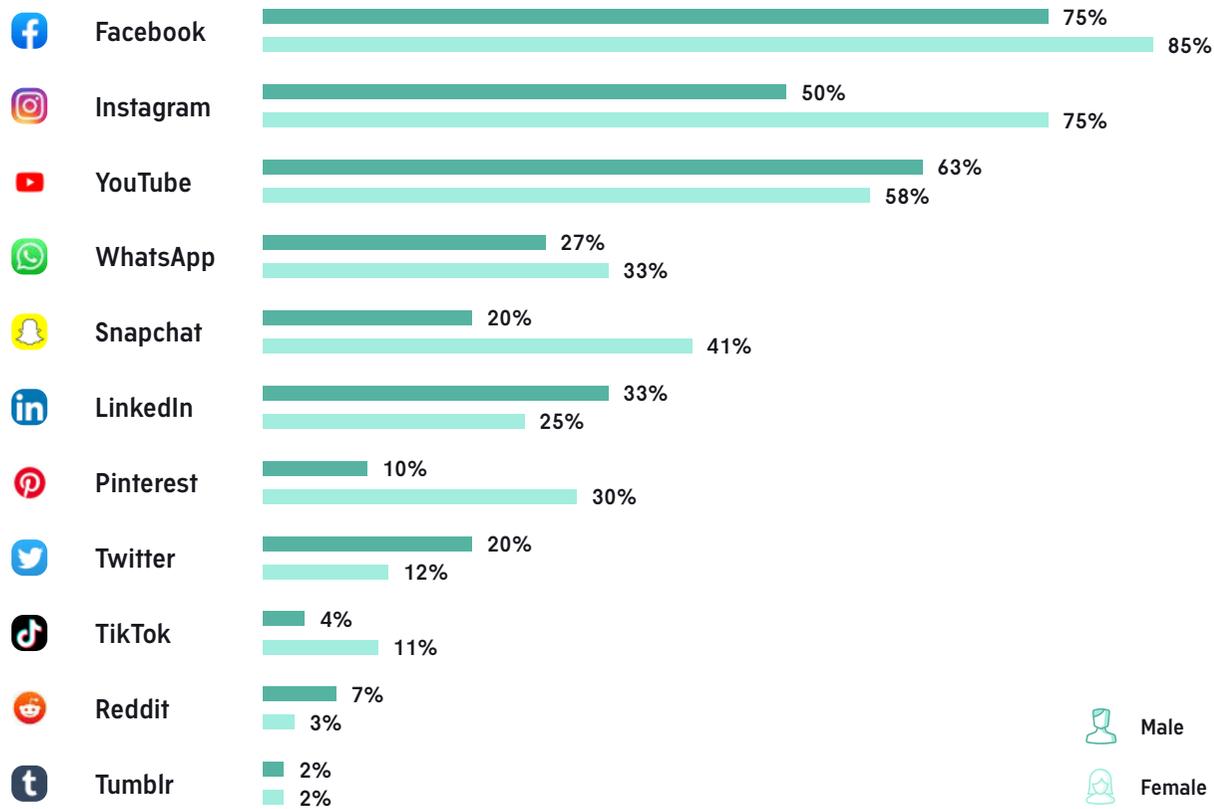
of Swedes use a Facebook-owned social media*

*Facebook, Instagram and WhatsApp

85% use Facebook and/or Instagram

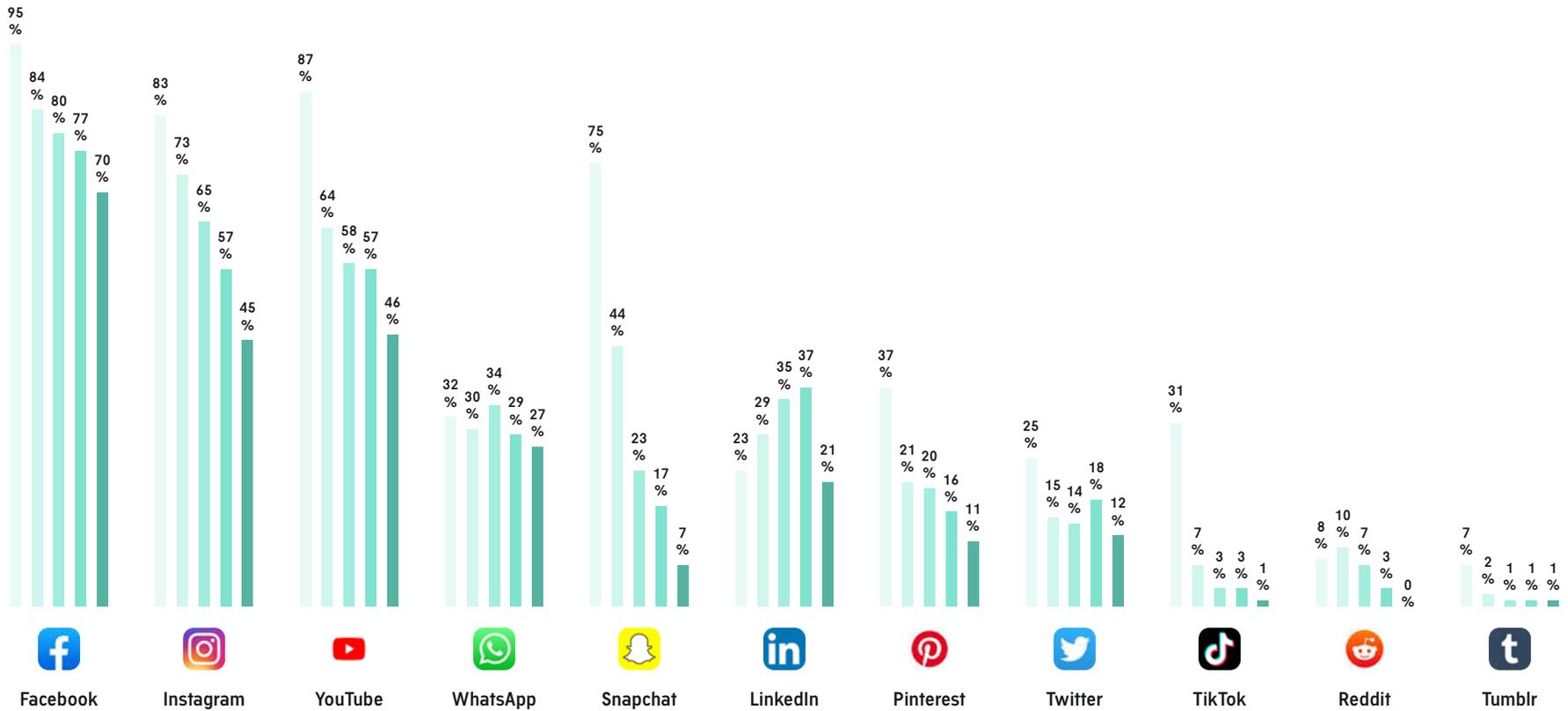
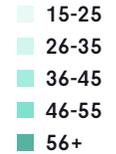
Three quarters of Swedish women use Instagram

[How many Swedes use the following social media?]



Facebook has close to full reach among the 15-25-year-olds in Sweden

[How many Swedes use the following social media?]



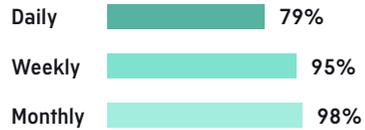
Three quarters of Swedish Instagram users use the platform daily

[How often do Swedes use the following social media?]

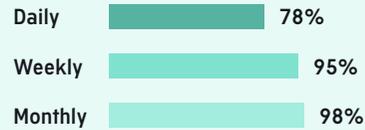
Note:

The figures represent how often the ones using the following social media are using the social media

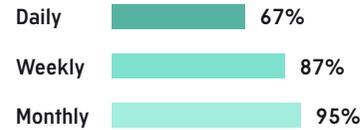
Facebook



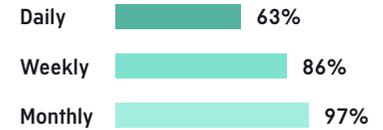
Instagram



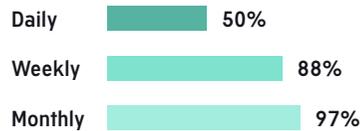
Snapchat



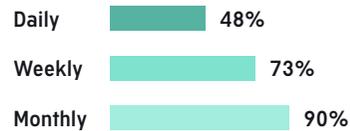
TikTok



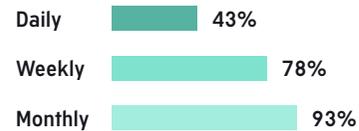
YouTube



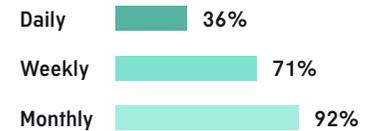
Twitter



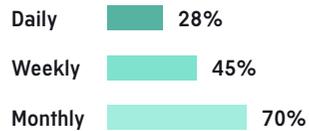
WhatsApp



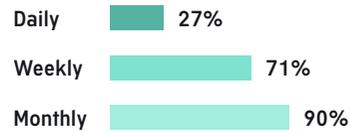
Reddit



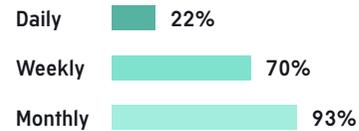
Tumblr



LinkedIn



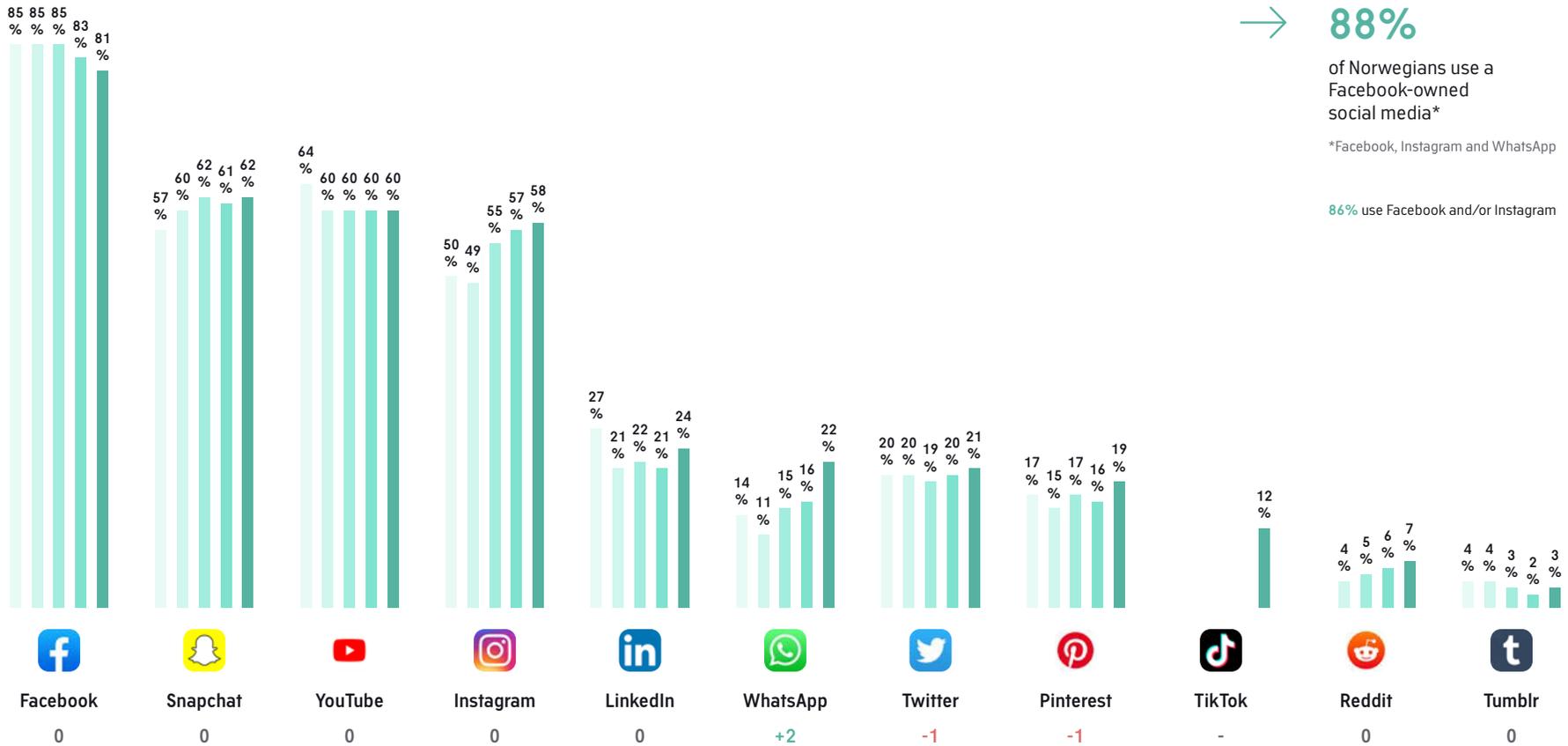
Pinterest



Facebook is the only social media in Norway decreasing the share of users

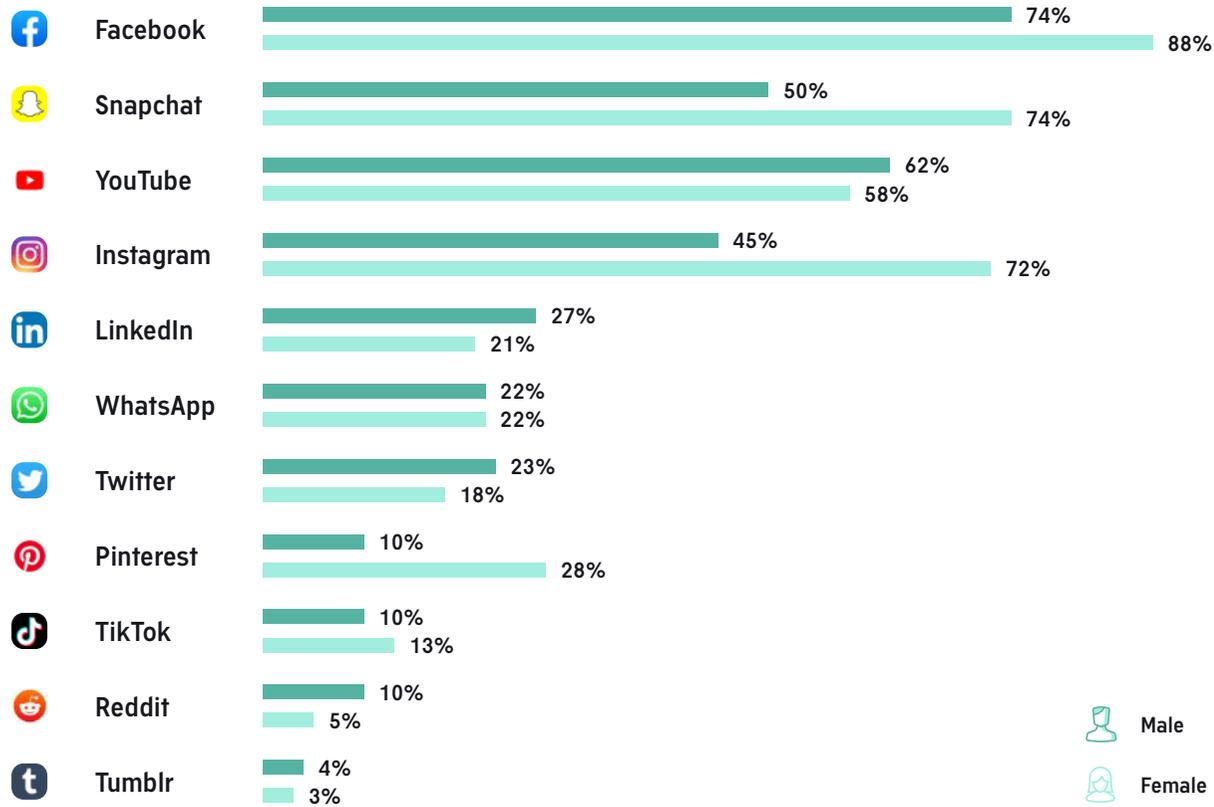
[How many Norwegians use the following social media?]

- 2016 (Q4)
- 2017 (Q2)
- 2018 (Q4)
- 2019 (Q3)
- 2020 (Q3)



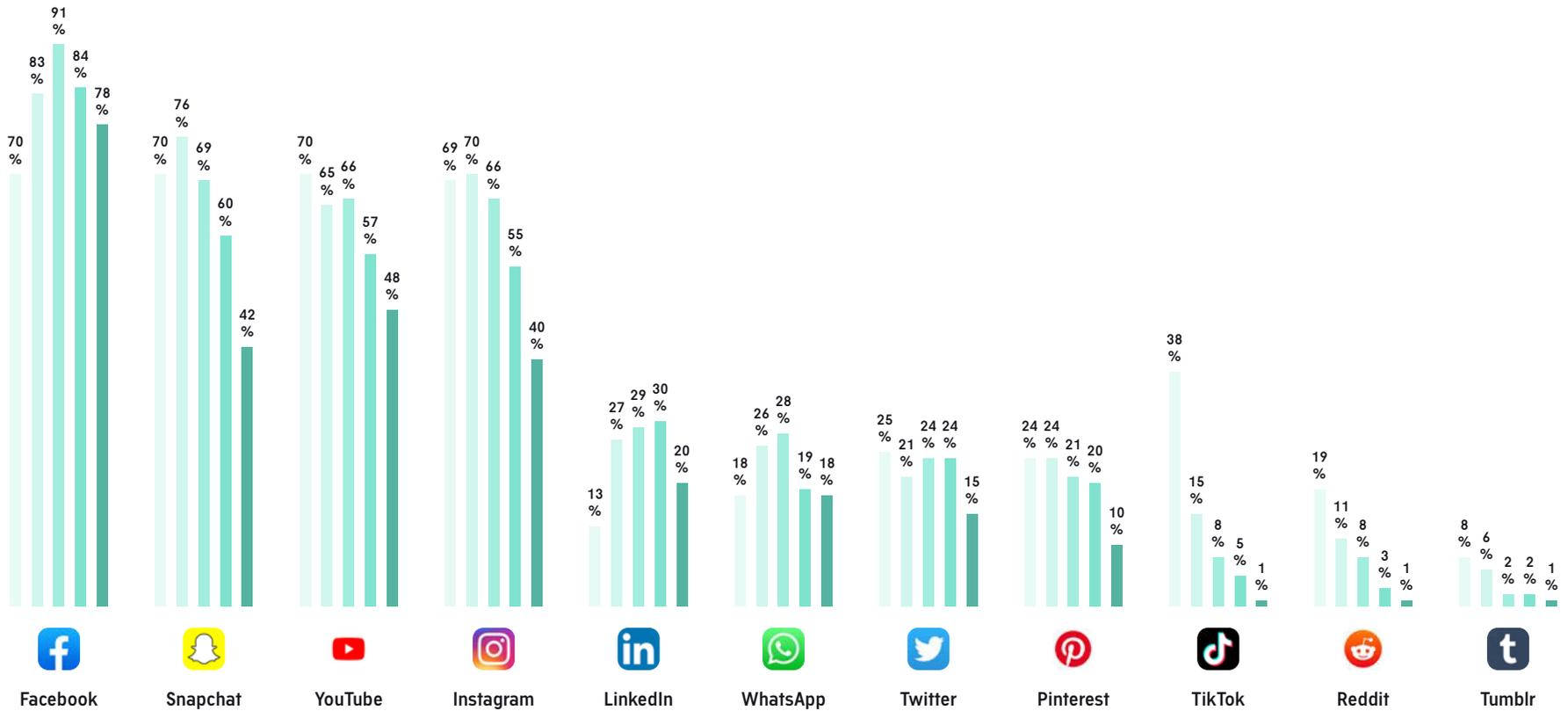
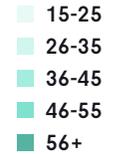
Three quarters of Norwegian women use Snapchat

[How many Norwegians use the following social media?]



Snapchat is highly used by both the young and middle-aged in Norway

[How many Norwegians use the following social media?]

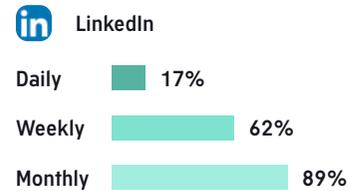
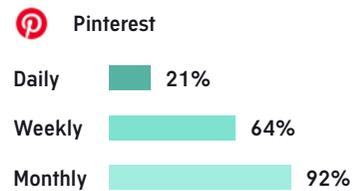
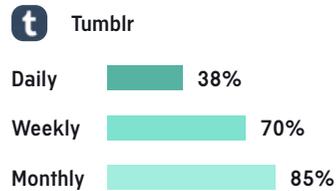
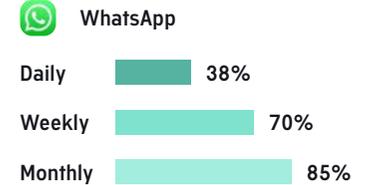
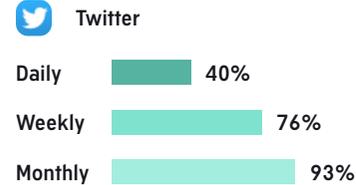
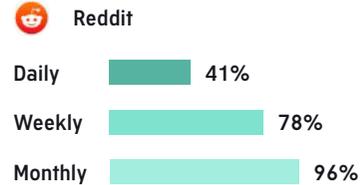
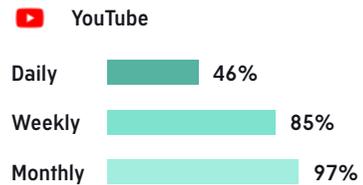
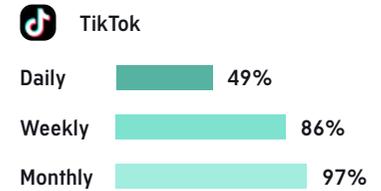
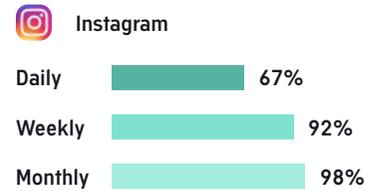
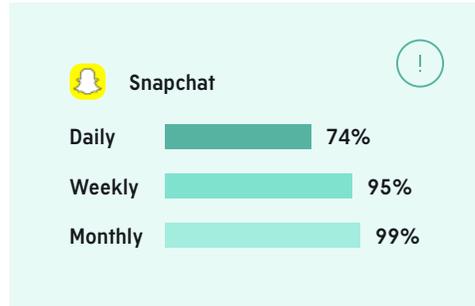
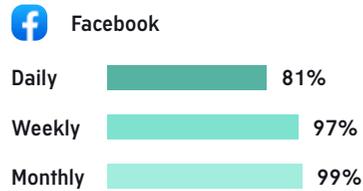


Three quarters of Norwegian Snapchat users use the platform daily

[How often do Norwegians use the following social media?]

Note:

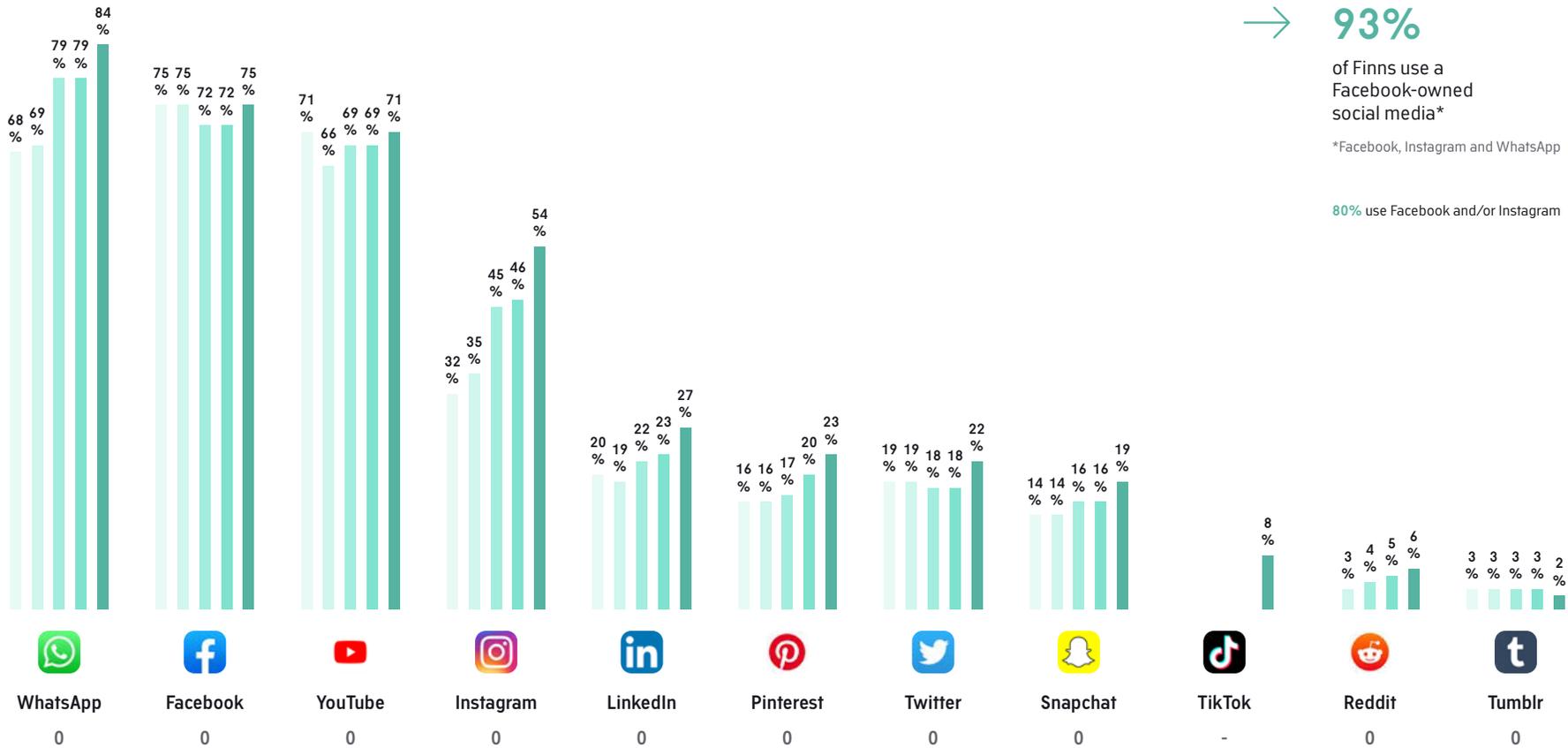
The figures represent how often the ones using the following social media are using the social media



WhatsApp is getting increasingly popular in Finland

[How many Finns use the following social media?]

- 2016 (Q4)
- 2017 (Q2)
- 2018 (Q4)
- 2019 (Q3)
- 2020 (Q3)



→ 93%

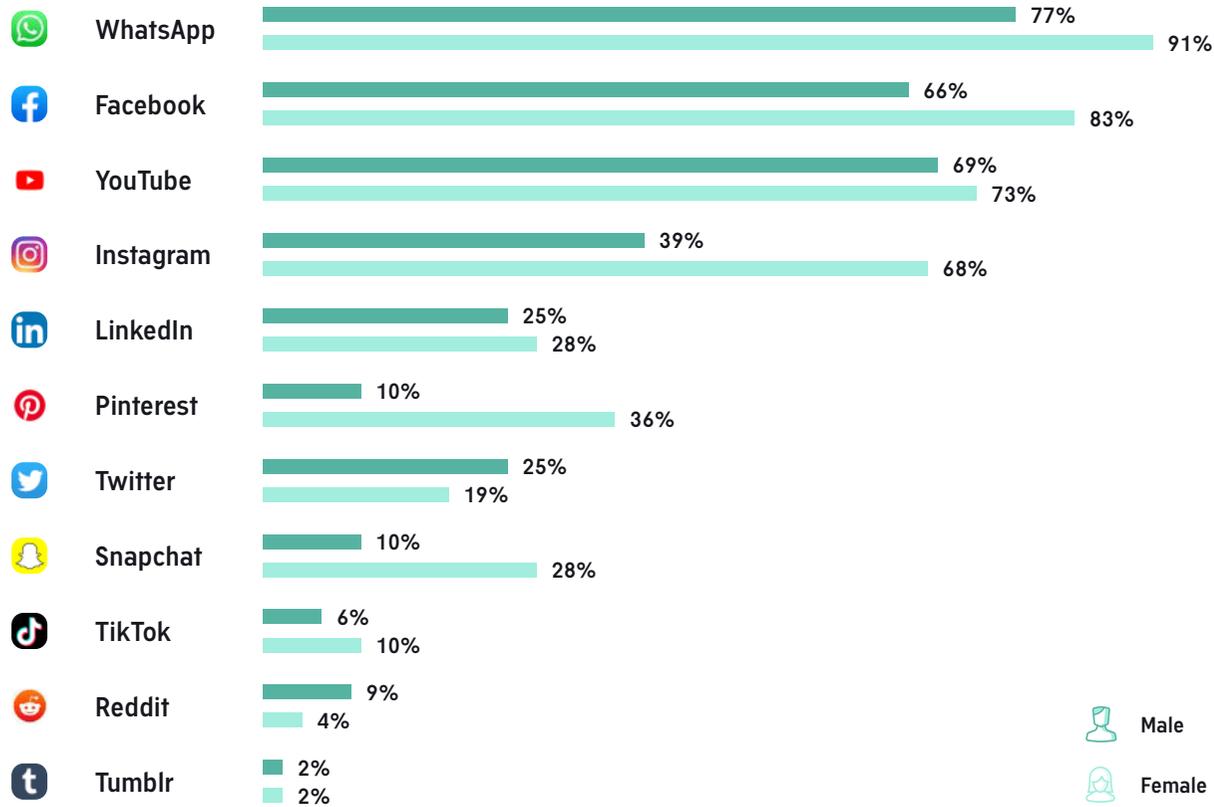
of Finns use a Facebook-owned social media*

*Facebook, Instagram and WhatsApp

80% use Facebook and/or Instagram

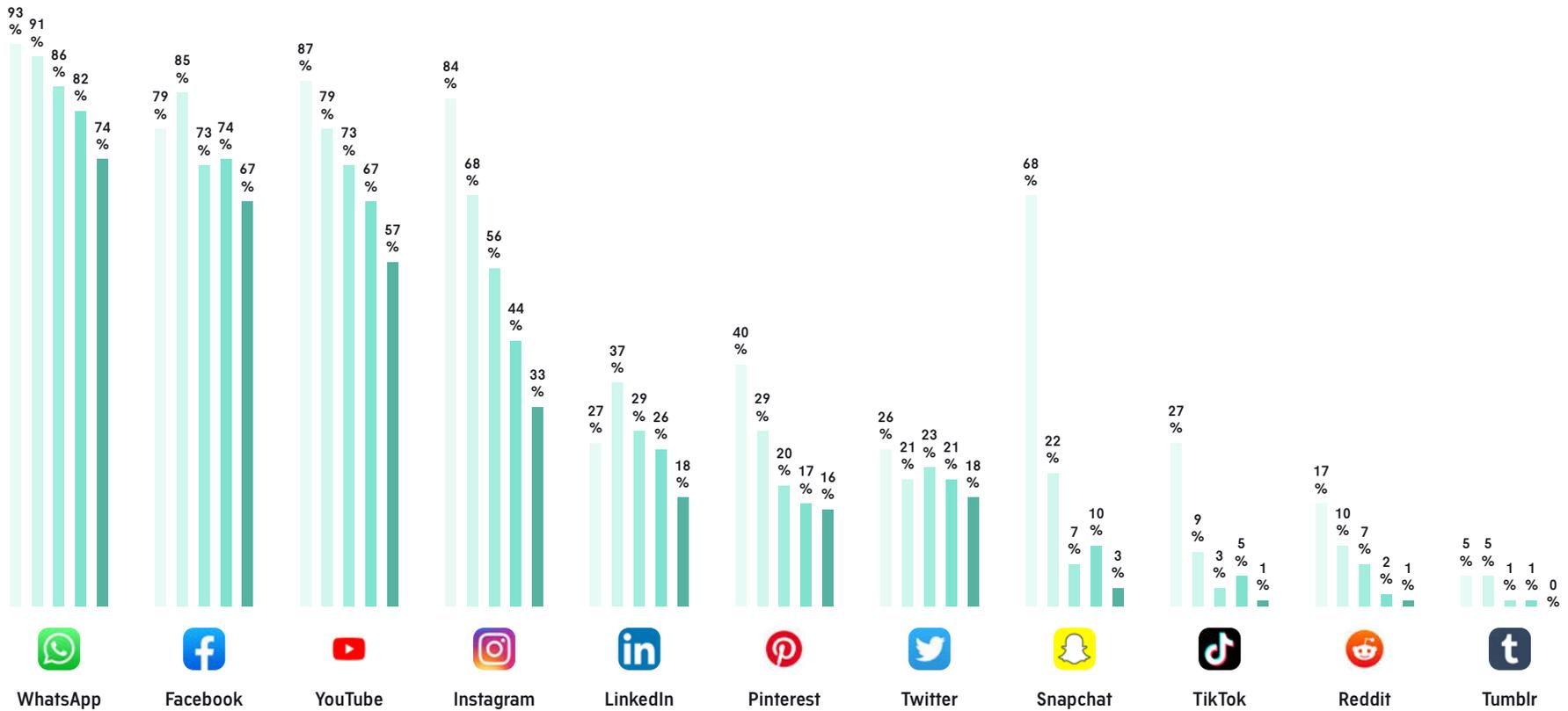
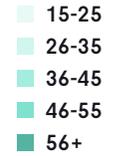
Nine out of ten Finnish women use WhatsApp

[How many Finns use the following social media?]



Nine out of ten of the 15-35-year-olds in Finland use WhatsApp

[How many Finns use the following social media?]

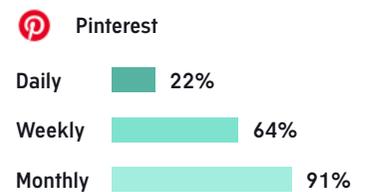
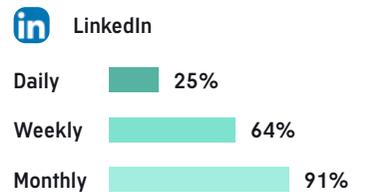
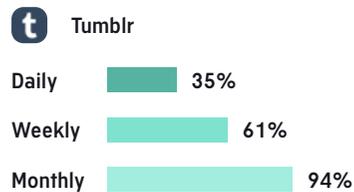
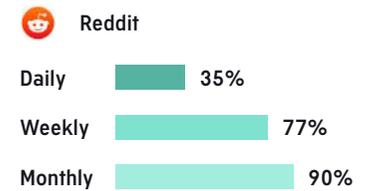
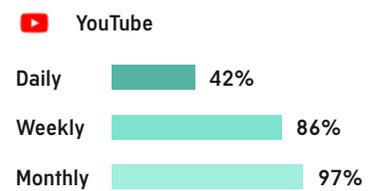
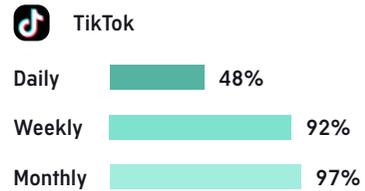
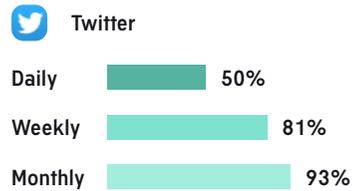
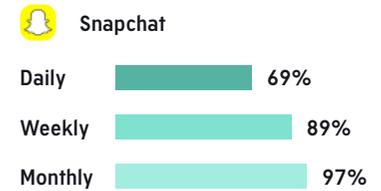
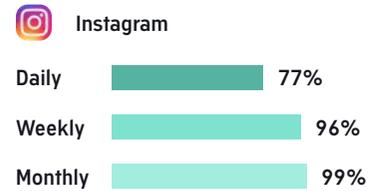
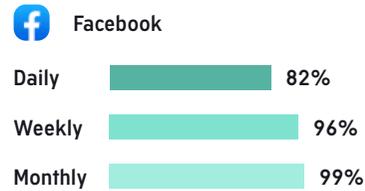
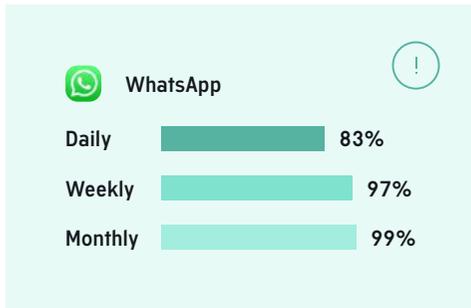


Eight out of ten Finnish WhatsApp users use the platform daily

[How often do Finns use the following social media?]

Note:

The figures represent how often the ones using the following social media are using the social media

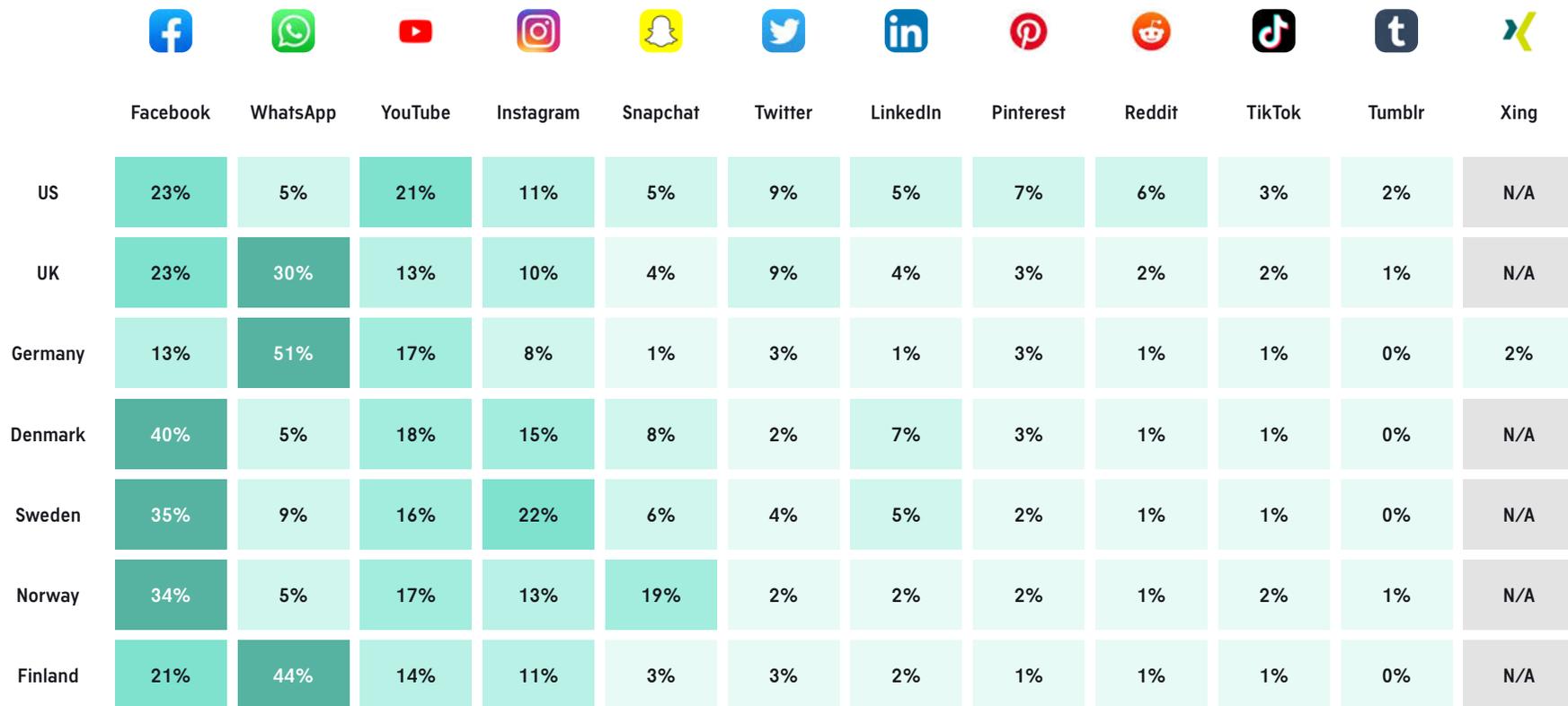


Facebook is the social media that most people least can do without

[Which social media can people least do without?]

Note:

The figures represent how many in the online population that name the social media as the one they least can do without



One third of Facebook users have considered stopping using Facebook

[Which social media have people considered to stop using?]

Note:

The figures represent how many of the ones using the following social media that have considered stopping using the social media

												
	Tumblr	Facebook	TikTok	Snapchat	Twitter	LinkedIn	Instagram	Pinterest	Reddit	WhatsApp	YouTube	Xing
US	40%	45%	29%	34%	32%	19%	22%	19%	15%	16%	7%	N/A
UK	39%	43%	30%	37%	31%	22%	24%	21%	19%	7%	6%	N/A
Germany	36%	36%	17%	37%	27%	24%	22%	16%	20%	8%	6%	26%
Denmark	N/A	18%	36%	16%	15%	18%	11%	13%	N/A	16%	7%	N/A
Sweden	30%	34%	35%	25%	24%	13%	15%	14%	13%	11%	6%	N/A
Norway	42%	30%	38%	16%	25%	26%	19%	22%	19%	19%	7%	N/A
Finland	28%	32%	15%	30%	22%	11%	13%	13%	14%	3%	4%	N/A

One third of Instagram users use the platform to follow brands

[How many use the following social media to follow brands / companies?]

Note:

The figures represent how many of the ones using the following social media that are using the social media to follow brands / companies

												
	Instagram	Twitter	LinkedIn	Pinterest	Facebook	YouTube	Reddit	TikTok	Tumblr	Snapchat	WhatsApp	Xing
US	36%	35%	20%	24%	19%	19%	15%	11%	15%	11%	6%	N/A
UK	36%	31%	20%	25%	14%	12%	10%	4%	6%	4%	1%	N/A
Germany	30%	23%	28%	16%	16%	11%	9%	8%	6%	7%	1%	20%
Denmark	40%	22%	27%	22%	19%	9%	5%	9%	9%	2%	3%	N/A
Sweden	23%	19%	28%	15%	12%	9%	7%	4%	8%	2%	0%	N/A
Norway	28%	20%	31%	24%	15%	9%	19%	11%	3%	6%	3%	N/A
Finland	43%	35%	28%	20%	30%	12%	9%	3%	0%	2%	1%	N/A

Half of Twitter users use the platform to get news

[How many use the following social media to get news?]

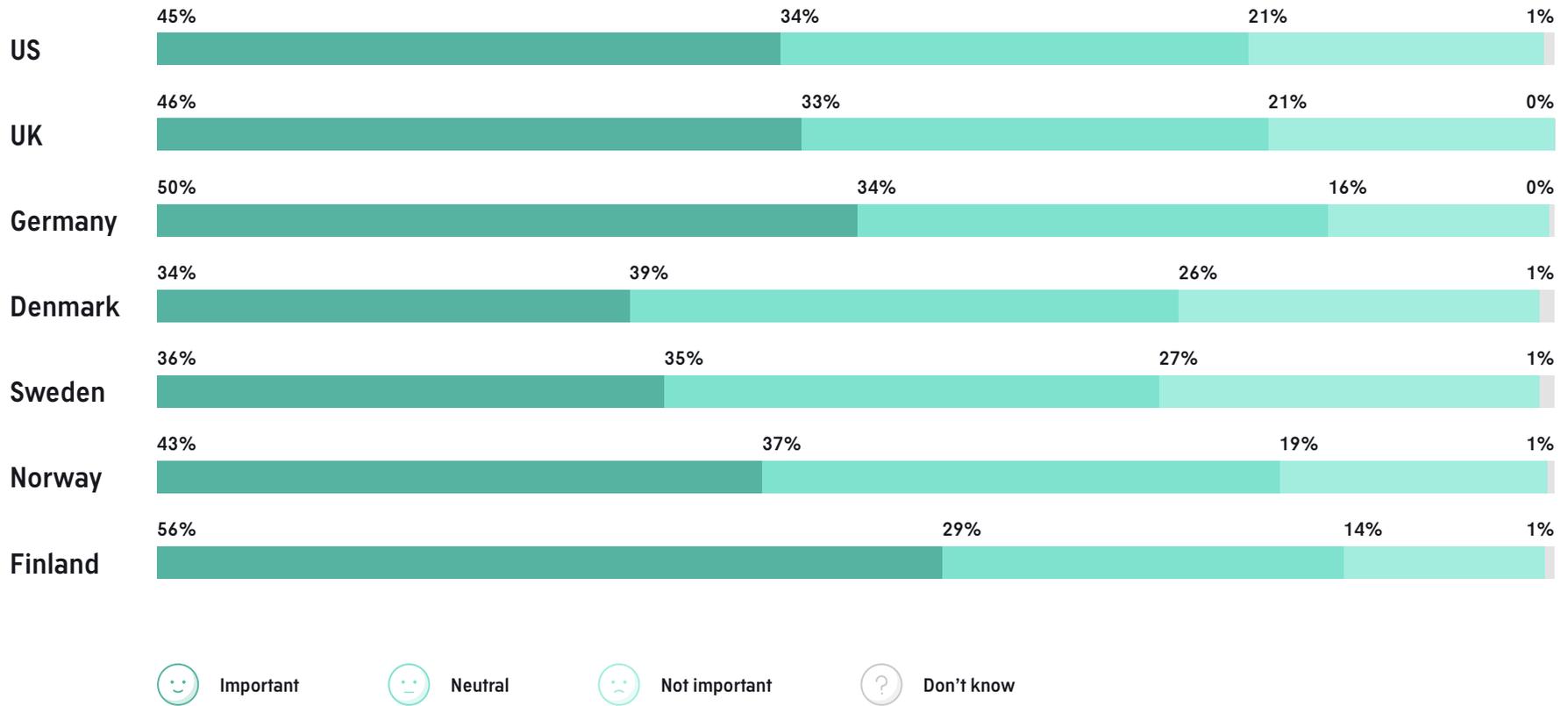
Note:

The figures represent how many of the ones using the following social media that are using the social media to get news

												
	Twitter	Reddit	Facebook	LinkedIn	YouTube	Instagram	Pinterest	TikTok	Snapchat	Tumblr	WhatsApp	Xing
US	50%	50%	24%	13%	26%	15%	5%	9%	11%	11%	8%	N/A
UK	57%	39%	22%	17%	13%	10%	5%	4%	9%	10%	3%	N/A
Germany	59%	40%	33%	22%	24%	25%	17%	11%	17%	9%	17%	21%
Denmark	51%	42%	26%	16%	11%	11%	7%	11%	1%	11%	3%	N/A
Sweden	46%	34%	21%	16%	13%	13%	11%	1%	2%	2%	1%	N/A
Norway	48%	38%	17%	11%	13%	9%	17%	6%	5%	3%	4%	N/A
Finland	52%	28%	25%	15%	10%	10%	3%	7%	1%	0%	3%	N/A

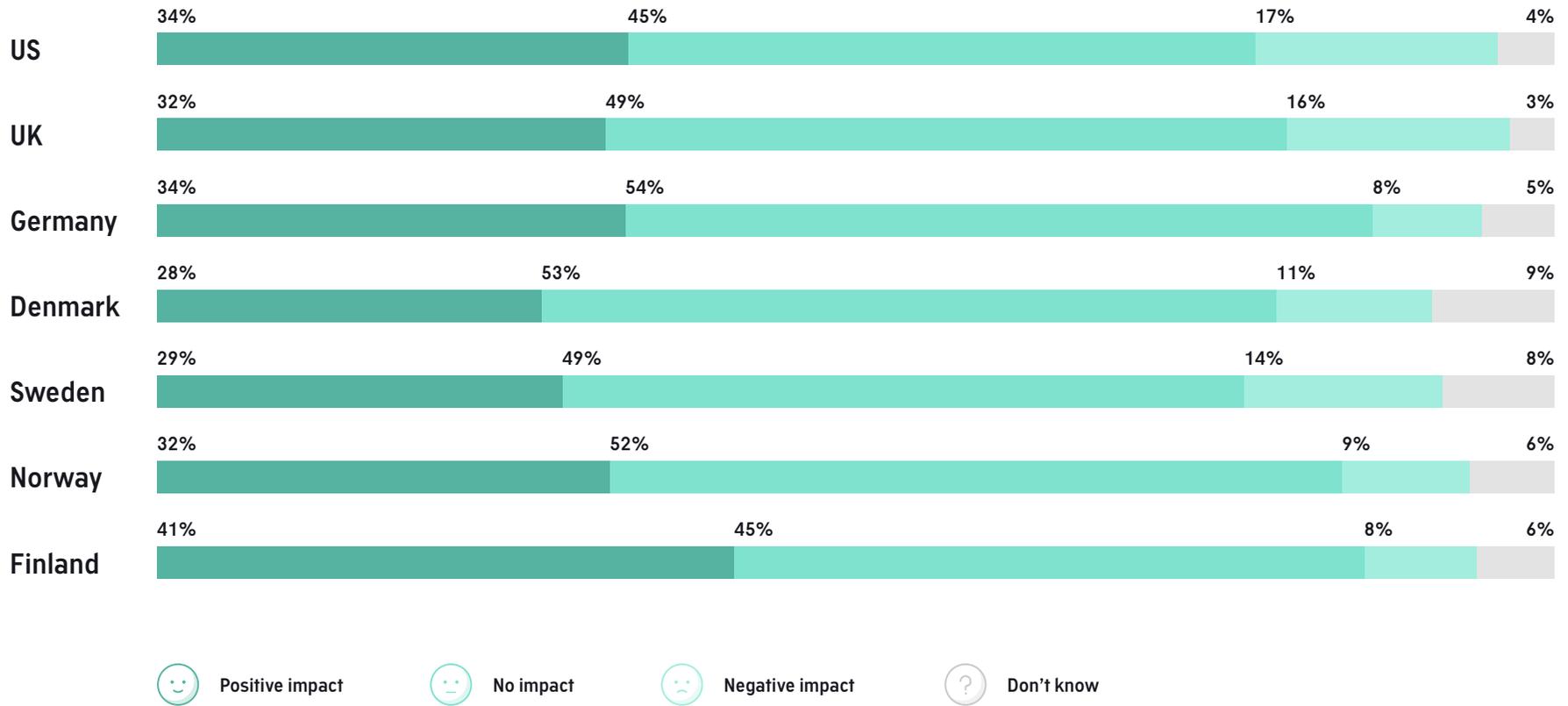
More than one third in all countries find social media important to them

[How important are social media to people?]



One third believe that social media have a positive impact on their lives

[What impact do people think social media have on their life?]



ABOUT THE STUDY

Further insights

This is just the tip of the iceberg. AudienceProject has in-depth data on the digital market. For more in-depth data about app and social media usage - or other digital trends, please reach out to us.

Methodology

The study is a part of AudienceProject Insights 2020. Data is collected through online surveys done in Q3 2020. The respondents have been selected from our Nordic, German, UK and US panels consisting of more than 1.5 million panelists and weighted to achieve representativity on the more than 16.000 respondents who completed the survey.

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About AudienceProject

AudienceProject is a technology-based market research company founded in Denmark and operational worldwide that helps publishers, agencies and advertisers identify, build, reach and measure audiences.

AudienceProject empowers publishers, agencies and advertisers to collect and activate their own audience data, so they can create unique data offerings and show advertisers the true value of omnichannel marketing.

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