AudienceProject >=

INSIGHTS 2017

Apps & Social Media Usage in the US, UK & Nordics

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EDITORIAL

Google and Facebook in control of the app and social media sphere

The Google-Facebook duopoly becomes apparent when looking at the top mobile apps - more than 50% of the top apps are owned by the tech mastodons

What you are reading right now is our most ambitious study so far. Based on more than 14.000 respondents across six countries we take a deep dive into the usage of apps and social media in the Nordics - and for the first time also in the US and UK.

Not surprisingly, a lot of findings are comparable in all six markets. Facebook is ruling social media and the mobile phone. Generally, the huge international tech companies Google (including YouTube), Facebook (including Instagram and WhatsApp) and Snapchat dominate the top lists with 65% of the spots across all countries.

However, there are also huge differences. Amazon and eBay are prominent in the US and UK, but nowhere near the top in the Nordics. And while there are no finance or mobile payment apps in the top ten apps in both US, UK and Finland, the picture is completely different in Denmark, Norway and especially Sweden, where BankID is the number one app tilting Facebook from the top spot.

Taking a closer look at mobile banking, we can see that the services have a high penetration in the Nordics based on local players, while it is still maturing in the US and UK with PayPal leading the way.

With more than 90 pages of insights it's impossible to sum it all up in a few sentences. Instead I welcome you take a closer look. Please enjoy!

Rune Werliin

Head of Marketing & Communication @ AudienceProject

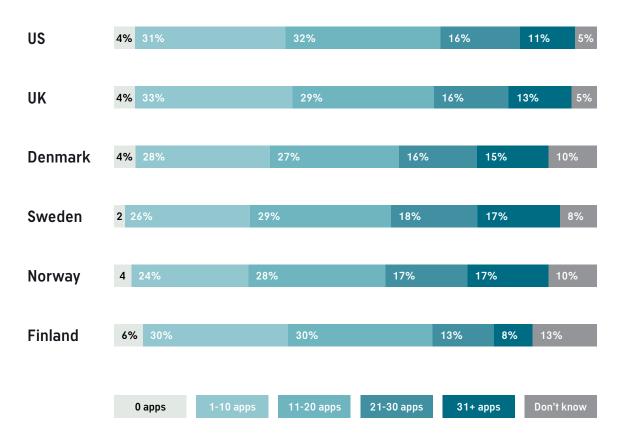
APPS

Facebook is considered the most important app in both the US, UK, Denmark and Norway, but in Sweden and Finland it is relegated to second place as BankID and WhatsApp take the first place in Sweden and Finland respectively.



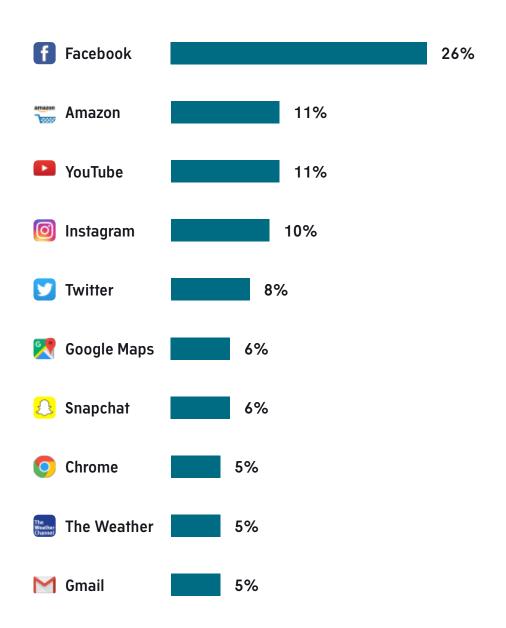
Number of mobile apps installed

[How many apps have people installed on their mobiles excluding pre-installed apps]



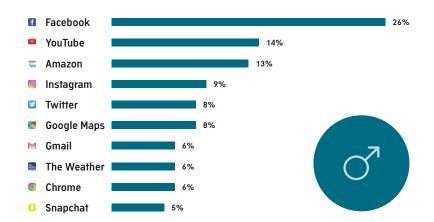
Top mobile apps in the US

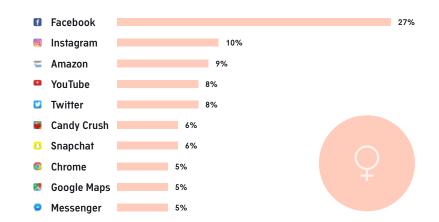
[How many name the following apps as one of the three apps they least can do without]



Top mobile apps in the US - Gender

[How many men and women name the following apps as one of the three apps they least can do without]





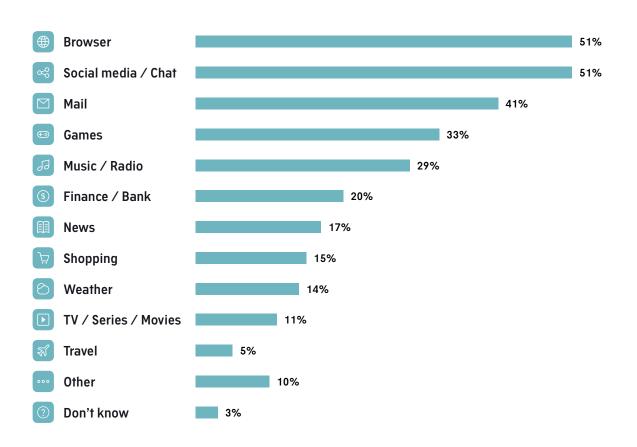
Top mobile apps in the US - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

15-25	26-35	36-45	46-55	56+
1	1 • Facebook	1	1	1 • Facebook
2 • YouTube	2 • YouTube	2 = Amazon	2 = Amazon	2 = Amazon
3 📵 Instagram	3 📵 Instagram	3 Distriction Twitter	3 💌 Google Maps	3 The Weather
4 🔼 Snapchat	4 = Amazon	4 • YouTube	4 The Weather	4 💌 Google Maps
5 🔼 Twitter	5 🗵 WhatsApp	5 🖷 Candy Crush	5 💟 Twitter	5 G Google
6 = Amazon	6 💟 Twitter	6 📵 Instagram	6 Pandora	6 M Gmail
7 Spotify	7 M Gmail	7 🔣 Google Maps	7 • YouTube	7 🖸 Twitter
8 Chrome	8 🧧 Candy Crush	8 © Chrome	8 © Chrome	8 🧧 Candy Crush
9 Netflix	9 Chrome	9 M Gmail	9 M Gmail	9 Pandora
10 • Messenger	10 🖪 Google Maps	10 The Weather	10 Candy Crush	10 Chrome

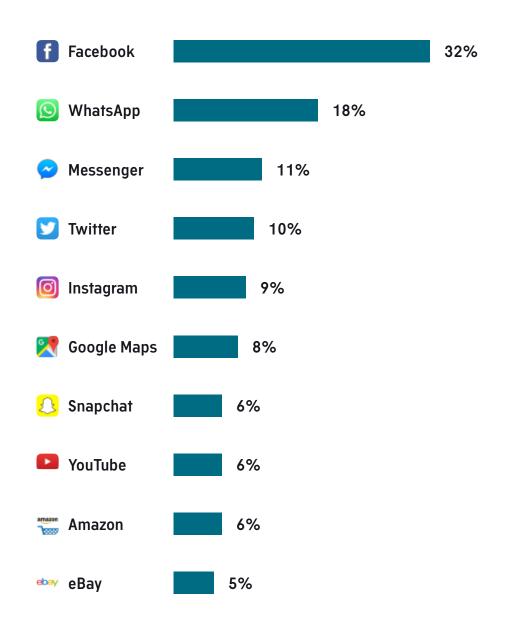
Top mobile apps by category in the US

[How many name the following app categories as one of the three they spend most time on]



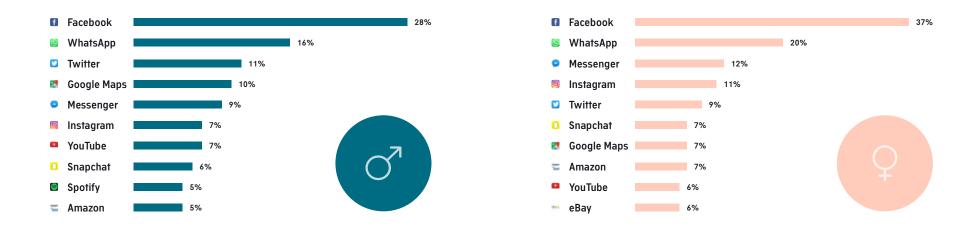
Top mobile apps in the UK

[How many name the following apps as one of the three apps they least can do without]



Top mobile apps in the UK - Gender

[How many men and women name the following apps as one of the three apps they least can do without]





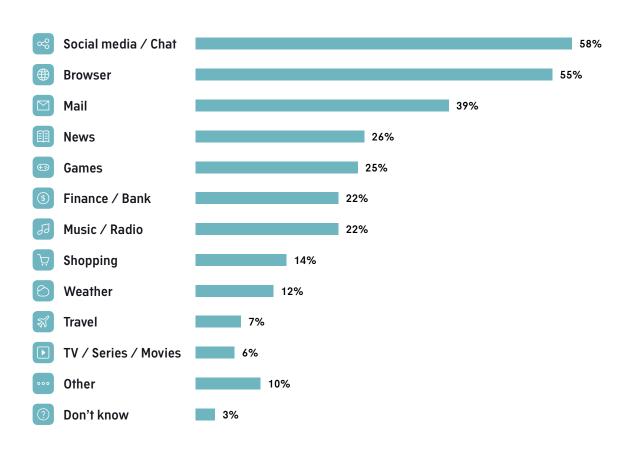
Top mobile apps in the UK - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

15-25	26-35	36-45	46-55	56+
1	1	1	1	1
2 🖲 Instagram	2 🛭 WhatsApp	2 🛭 WhatsApp	2 S WhatsApp	2 🛭 WhatsApp
3 • Snapchat	3 • Messenger	3 • Messenger	3 💀 Google Maps	3 💀 Google Maps
4 • Messenger	4 D Twitter	4 💌 Google Maps	4 🖸 Twitter	4 = Amazon
5 • WhatsApp	5 📵 Instagram	5 · eBay	5 • Messenger	5 BBC News
6 D Twitter	6 🗷 Google Maps	6 D Twitter	6 = Amazon	6 🖸 Twitter
7 • YouTube	7 Spotify	7 = Amazon	7 •• eBay	7 • Messenger
8 🗷 Google Maps	8 YouTube	8 Spotify	8 • YouTube	8 📴 iPlayer Radio
9 Spotify	9 🖸 Snapchat	9 • YouTube	9 👅 Candy Crush	9 ••• eBay
10 = Amazon	10 M Gmail	10 M Gmail	10 BBC News	10 G Google

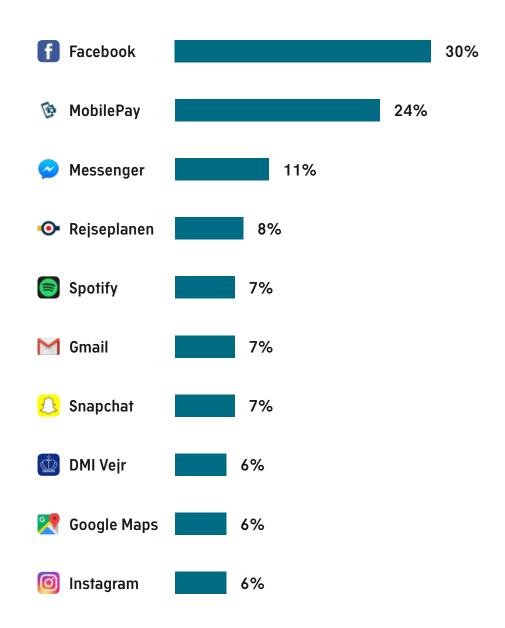
Top mobile apps by category in the UK

[How many name the following app categories as one of the three they spend most time on]



Top mobile apps in Denmark

[How many name the following apps as one of the three apps they least can do without]





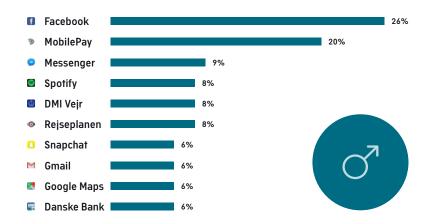
Top mobile apps in Denmark from 2016 to 2017

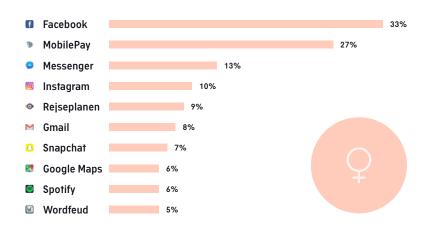
[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

	Q1 2016	Q4 2016				Q2 2017						
0	Facebook	32%	0	F	Facebook	32%	0		Facebook	0	\rightarrow	30%
19	MobilePay	23%	ъ	1	MobilePay	24%	Э	,	MobilePay	0	\rightarrow	24%
•	Rejseplanen	11%	•	1	Messenger	10%	•		Messenger	0	\rightarrow	11%
•	Messenger	9%	27	(Google Maps	9%	•	•	Rejseplanen	4	↑	8%
0	Snapchat	8%	M	(Gmail	7%	0		Spotify	2	↑	7%
<u> </u>	Instagram	7%		I	nstagram	7%	M	1	Gmail	1	\downarrow	7%
(b)	DR Nyheder	7%		Ş	Spotify	7%	0		Snapchat	2	↑	7%
G	Google	6%	•	F	Rejseplanen	6%	•		DMI Vejr	3	↑	6%
е	e-Boks	5%	0	(Snapchat	6%	2		Google Maps	5	\downarrow	6%
	Spotify	5%	=	[Danske Bank	6%	©		Instagram	4	\downarrow	6%

Top mobile apps in Denmark - Gender

[How many men and women name the following apps as one of the three apps they least can do without]





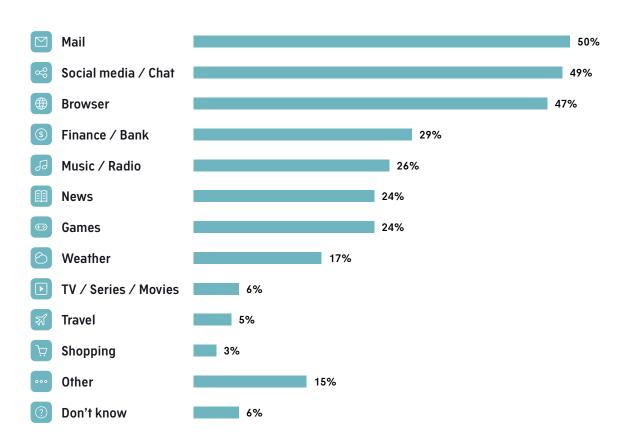
Top mobile apps in Denmark - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

	15-25		26-35			36-45			46-55			56+
1 (■ Facebook	1	Facebook	1	0	Facebook	1	Э	MobilePay	1	9	MobilePay
2	Messenger	2	MobilePay	2	19	MobilePay	2		Facebook	2	0	Facebook
3 [Snapchat	3	Messenger	3	2	Google Maps	3	•	Rejseplanen	3	Ф	DMI Vejr
4 1	MobilePay	4	Spotify	4	~	1 Gmail	4	Φ	DMI Vejr	4	•	Danske Bank
5 [Spotify	5	Rejseplanen	5	₫	DMI Vejr	5	M	Gmail	5	M	Gmail
6	Instagram	6	Google Maps	6	•	Messenger	6		DR Nyheder	6	•	Rejseplanen
7 (Rejseplanen	7	M Gmail	7	•	DR Nyheder	7	200	TV 2 Nyheder	7		Google Maps
8	⋖ Gmail	8	Instagram	8	e	Rejseplanen	8		Danske Bank	8	20	TV 2 Nyheder
9	₹ Google Maps	9	Nordea	9	E	e-Boks	9	M	Wordfeud	9	G	Google
10	e-Boks	10	DMI Vejr	10) 🕍	Wordfeud	10	е	e-Boks	10	0	Chrome

Top mobile apps by category in Denmark

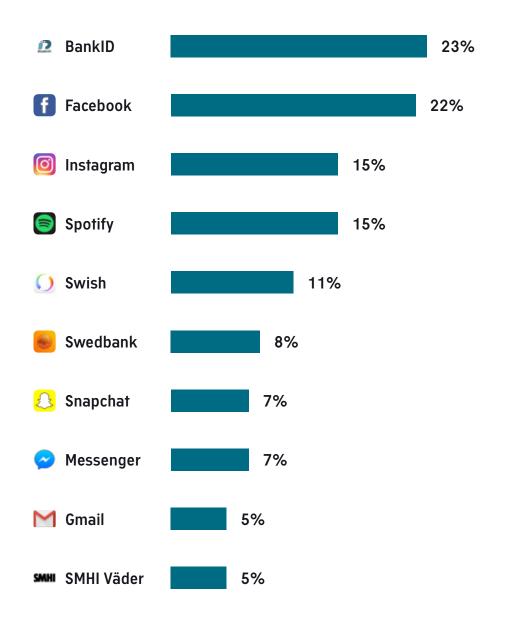
[How many name the following app categories as one of the three they spend most time on]





Top mobile apps in Sweden

[How many name the following apps as one of the three apps they least can do without]





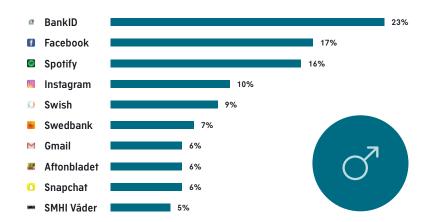
Top mobile apps in Sweden from 2016 to 2017

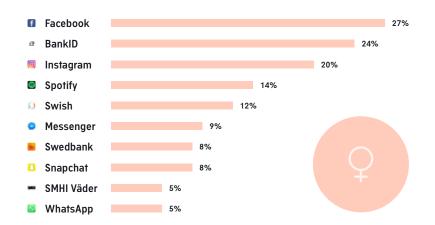
[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

	Q1 2016			Q4 2016			Q2 2017				
Ø	Facebook	27%	0	Facebook	22%	α	BankID	1	\uparrow	23%	
	Instagram	18%	а	BankID	21%	•	Facebook	1	\downarrow	22%	
a	BankID	16%		Spotify	19%	B	Instagram	1	\uparrow	15%	
	Spotify	9%	B	Instagram	15%		Spotify	1	\downarrow	15%	
G	Google	7%	Ω	Swish	12%	O	Swish	0	\rightarrow	11%	
•	Messenger	7%	•	Messenger	8%		Swedbank	1	\uparrow	8%	
O	Swish	6%		Swedbank	7%	0	Snapchat	1	\uparrow	7%	
0	Snapchat	6%	0	Snapchat	6%	•	Messenger	2	\downarrow	7%	
М	Gmail	5%		Google Maps	6%	М	Gmail	1	\uparrow	5%	
22	Aftonbladet	5%	M	Gmail	5%	260	SMHI Väder	5	\uparrow	5%	

Top mobile apps in Sweden - Gender

[How many men and women name the following apps as one of the three apps they least can do without]





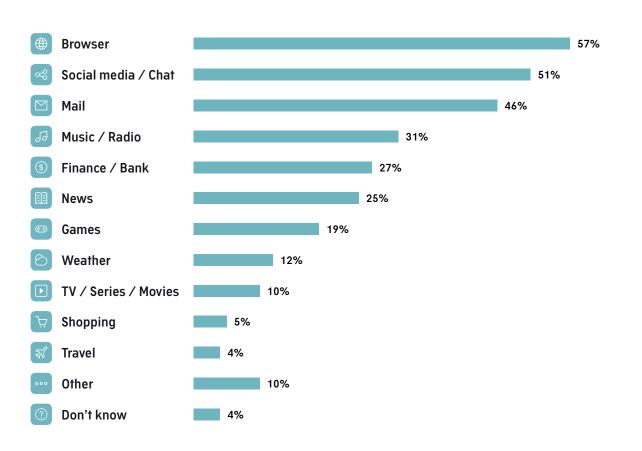
Top mobile apps in Sweden - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

		15-25			26-35			36-45		46-55			56+
1	•	Instagram	1	a	BankID	1	a	BankID	1	BankID	1	a	BankID
2	0	Snapchat	2	f	Facebook	2	ſ	Facebook	2	Facebook	2		Facebook
3	ſ	Facebook	3	B	Instagram	3		Spotify	3	Swish	3	Ω	Swish
4		Spotify	4		Spotify	4	Ω	Swish	4	Spotify	4	266	SMHI Väder
5	a	BankID	5		Swedbank	5		Instagram	5	Instagram	5		Aftonbaldet
6	•	Messenger	6	Ω	Swish	6		Swedbank	6	Swedbank	6	100	Swedbank
7	Ω	Swish	7	М	Gmail	7	•	Messenger	7	M Gmail	7	М	Gmail
8	•	YouTube	8	•	Messenger	8	Μ	Gmail	8	■ SMHI Väder	8	G	Google
9	-	Swedbank	9		Google Maps	9	Ø	WhatsApp	9	Aftonbladet	9	(B)	Instagram
10	Ha	Handelsbanken	10	9	WhatsApp	10	360	SMHI Väder	10	Messenger	10		Spotify

Top mobile apps by category in Sweden

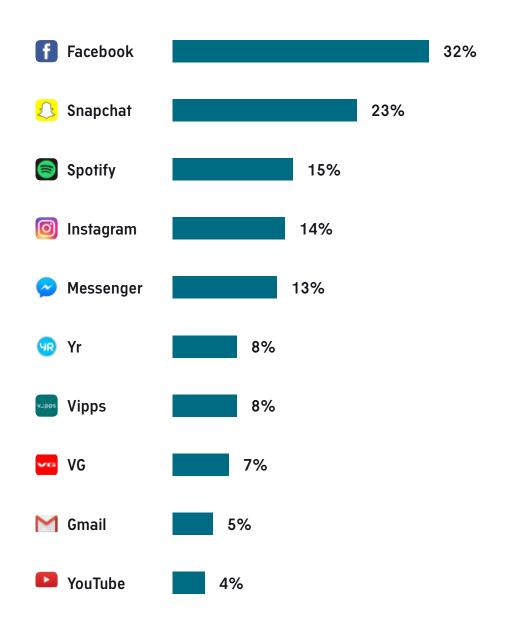
[How many name the following app categories as one of the three they spend most time on]





Top mobile apps in Norway

[How many name the following apps as one of the three apps they least can do without]





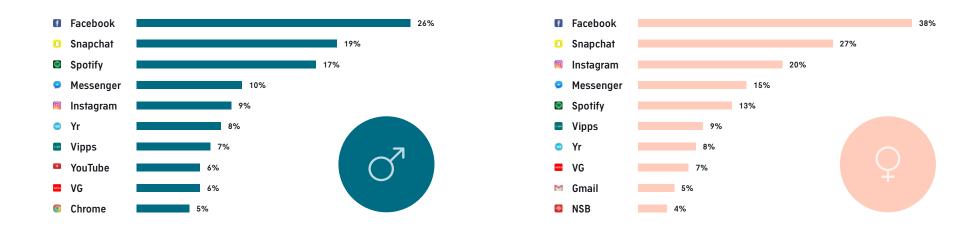
Top mobile apps in Norway from 2016 to 2017

[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

	Q1 2016			Q4 2016			Q2 201	7		
0	Facebook	41%	•	Facebook	36%	•	Facebook	0	\rightarrow	32%
0	Snapchat	20%	0	Snapchat	20%	0	Snapchat	0	\rightarrow	23%
(B)	Instagram	20%		Spotify	18%		Spotify	0	\rightarrow	15%
•	Yr	14%	•	Messenger	13%	B	Instagram	1		14%
	Spotify	9%	•	Instagram	13%	•	Messenger	1	\downarrow	13%
•	Messenger	9%	•	Yr	7%	•	Yr	0	\rightarrow	8%
Servi	VG	6%	#	RuterBillett	6%		Vipps	4	\uparrow	8%
n-la	DNB	5%	D-10	DNB	5%	tares	VG	5	\uparrow	7%
G	Google	4%	Μ	Gmail	5%	Μ	Gmail	0	\rightarrow	5%
*	NSB	4%		Google Maps	5%		YouTube	4	\uparrow	4%

Top mobile apps in Norway - Gender

[How many men and women name the following apps as one of the three apps they least can do without]





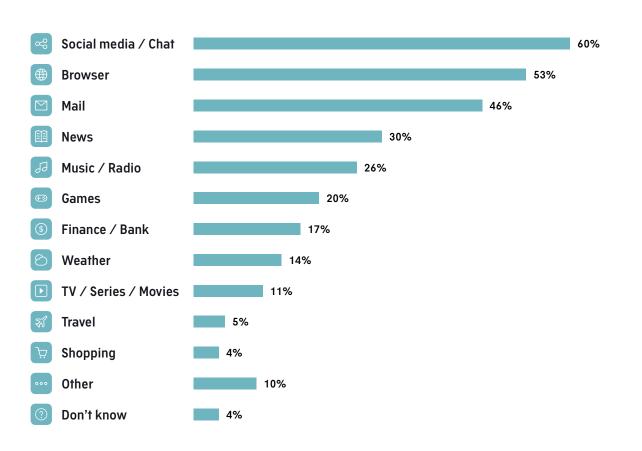
Top mobile apps in Norway - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]



Top mobile apps by category in Norway

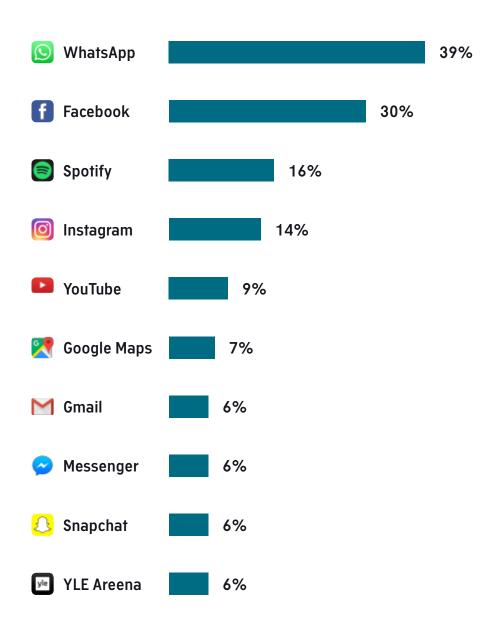
[How many name the following app categories as one of the three they spend most time on]





Top mobile apps in Finland

[How many name the following apps as one of the three apps they least can do without]





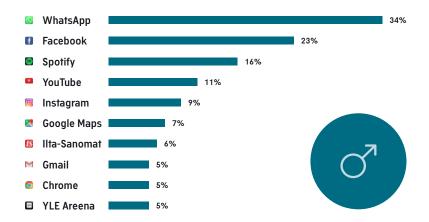
Top mobile apps in Finland from 2016 to 2017

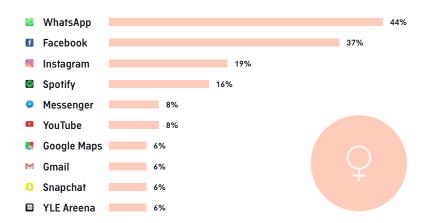
[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

	Q1 2016		Q4 2016					Q2 201	7	
<u>©</u>	WhatsApp	45%	©	WhatsApp	37%	6	3 V	VhatsApp	0 =	→ 39%
	Facebook	34%	Ø	Facebook	25%		F	acebook	0 -	30%
(E)	Instagram	12%		Spotify	12%		S	Spotify	0 =	16%
IS	Ilta-Sanomat	7%	B	Instagram	10%	(6	ı lı	nstagram	0 =	14%
•	Messenger	7%		Google Maps	6%		Y	′ouTube	4 1	9%
	Spotify	6%	M	Gmail	5%		! G	Google Maps	1 \	7%
M	Gmail	6%	•	Messenger	5%	ь	1 (Gmail	1 \	6%
G	Google	6%	0	Snapchat	5%	•) N	Messenger (1 \	6%
/	HERE WeGo	5%	•	YouTube	5%	C	3 S	Snapchat	1 \	6%
0	Chrome	4%	18	Ilta-Sanomat	4%	E) Y	′LE Areena	4 1	6%

Top mobile apps in Finland - Gender

[How many men and women name the following apps as one of the three apps they least can do without]





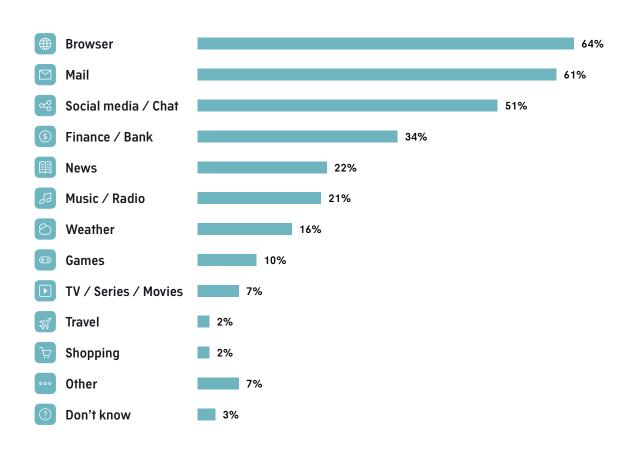
Top mobile apps in Finland - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

15-25	26-35	36-45	46-55	56+
1 🖪 WhatsApp	1 🖪 WhatsApp	1 🛭 WhatsApp	1	1 🛭 WhatsApp
2 📵 Instagram	2 Facebook	2 Facebook	2 S WhatsApp	2
3	3 Spotify	3 Spotify	3 💌 Google Maps	3 🧗 Google Maps
4 Spotify	4 📵 Instagram	4 • YouTube	4 Spotify	4 G Google
5 🚨 Snapchat	5 • Messenger	5 📵 Instagram	5 Google	5 🗓 Ilta-Sanomat
6 • YouTube	6 • YouTube	6 M Gmail	6 🛭 Ilta-Sanomat	6 🖪 YLE Areena
7 • Messenger	7 • OP-mobiili	7 • Messenger	7 • YouTube	7 M Gmail
8 © Chrome	8 Nordea	8 YLE Areena	8 🖪 YLE Areena	8 • YouTube
9 Nordea	9 M Gmail	9 [©] OP-mobiili	9 📕 IS Supersää	9 " Iltalehti.fi
10 Twitter	10 💌 Google Maps	10 💌 Google Maps	10 M Gmail	10 Find iPhone

Top mobile apps by category in Finland

[How many name the following app categories as one of the three they spend most time on]



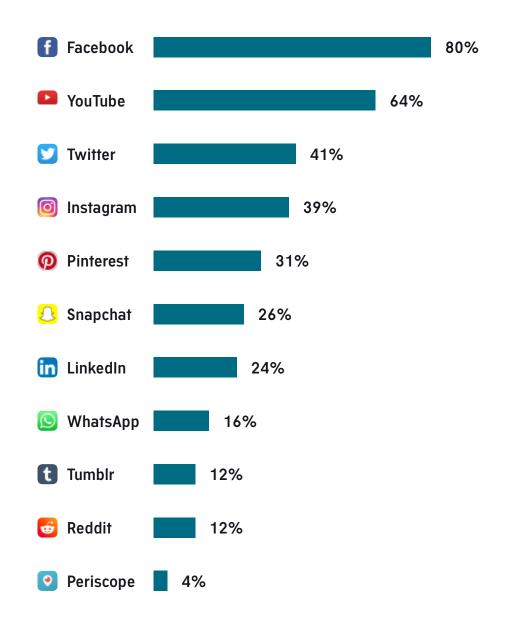


SOCIAL MEDIA

Facebook rules the social media sphere in both the US, UK and Nordics. In all countries, Facebook is the social media with the highest reach in the online population. However, among the young people other social media challenge Facebook's leading position.

Top social media in the US

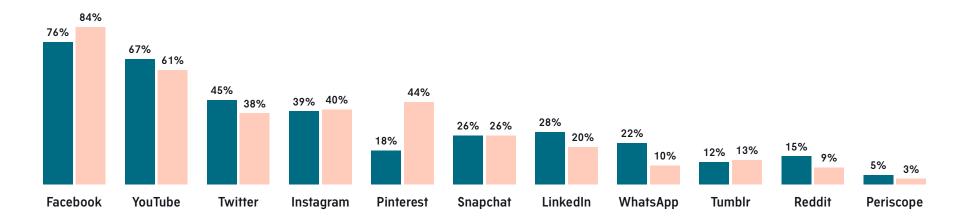
[How many use the following social media]



Top social media in the US - Gender

[How many men and women use the following social media]







Top social media in the US - Age groups

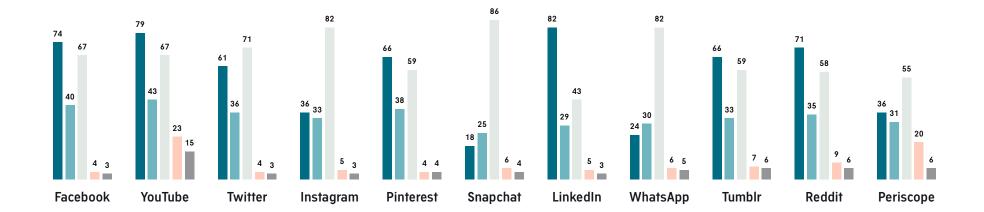
[How many in different age groups use the following social media]

	15-25		26-35			36-45			46-55			56+		
•	YouTube	81%		Facebook	84%	•	Facebook	81%	f	Facebook	83%	•	Facebook	75%
f	Facebook	77%	•	YouTube	74%	•	YouTube	63%	•	YouTube	61%	•	YouTube	41%
(B)	Instagram	59%	B	Instagram	54%		Twitter	49%		Twitter	42%	9	Pinterest	25%
0	Snapchat	55%		Twitter	47%		Instagram	41%	ø	Pinterest	34%	•	Twitter	24%
	Twitter	46%	0	Snapchat	36%	ø	Pinterest	33%	(E)	Instagram	32%	in	LinkedIn	24%
9	Pinterest	27%	ø	Pinterest	34%	in	LinkedIn	27%	in	LinkedIn	30%	=	Instagram	14%
t	Tumblr	26%	0	WhatsApp	29%	0	Snapchat	21%	0	Snapchat	16%	0	Snapchat	5%
0	WhatsApp	20%	in	LinkedIn	25%	0	WhatsApp	18%	•	Reddit	11%	t	Tumblr	4%
•	Reddit	17%	•	Reddit	17%	₩	Reddit	13%	8	WhatsApp	10%	0	WhatsApp	3%
in	LinkedIn	14%	t	Tumblr	13%	t	Tumblr	11%	t	Tumblr	8%	•	Reddit	2%
•	Periscope	4%	•	Periscope	8%	•	Periscope	5%	•	Periscope	4%	•	Periscope	1%

On which devices are social media used in the US

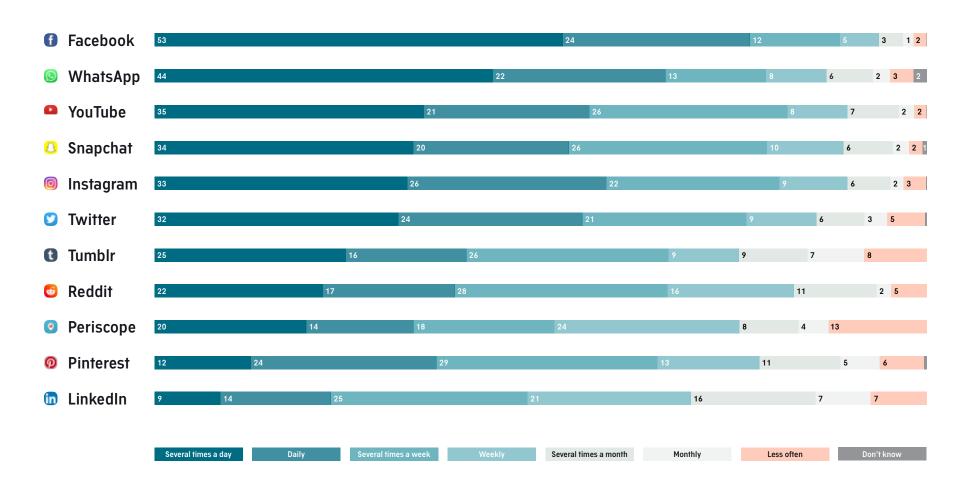
[On which devices are the following social media used]





How often social media are used in the US

[How often are the following social media used]



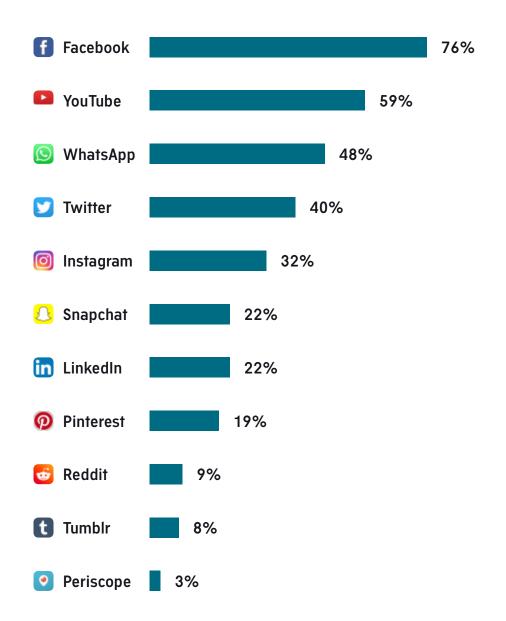
What social media are used for in the US

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
	f		9	O	P	<u> </u>	in		t	•	•
Keep contact with friends and family	88%	16%	42%	64%	15%	74%	19%	77%	31%	13%	27%
Strengthen professional network	14%	9%	22%	17%	14%	14%	80%	28%	14%	21%	35%
News	31%	24%	46%	19%	11%	16%	14%	16%	21%	53%	33%
Follow brands / companies	19%	15%	36%	29%	37%	16%	18%	13%	27%	22%	22%
Entertainment	34%	79%	39%	42%	45%	41%	7%	17%	58%	58%	43%
Other purposes	5%	10%	8%	5%	29%	5%	5%	4%	16%	16%	8%

Top social media in the UK

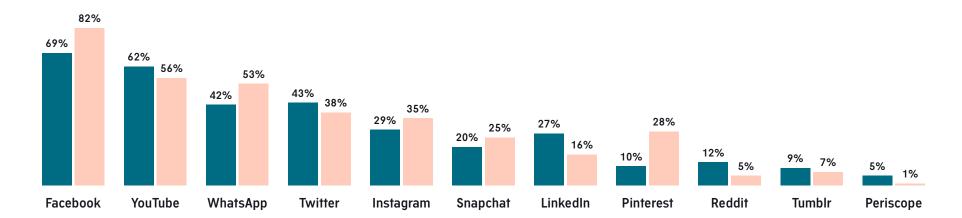
[How many use the following social media]



Top social media in the UK - Gender

[How many men and women use the following social media]







Top social media in the UK - Age groups

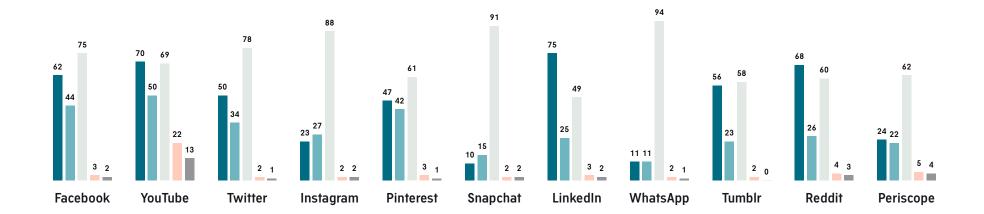
[How many in different age groups use the following social media]

	15-25		26-35			36-45			46-55			56+		
0	Facebook	77%	0	Facebook	83%	•	Facebook	80%	•	Facebook	72%	•	Facebook	66%
•	YouTube	77%	•	YouTube	69%	•	YouTube	62%	•	YouTube	52%	•	YouTube	39%
0	Snapchat	62%	<u>(S</u>	WhatsApp	63%	8	WhatsApp	57%		Twitter	38%	0	WhatsApp	30%
(B)	Instagram	59%		Twitter	44%	.	Twitter	48%	<u>©</u>	WhatsApp	37%	•	Twitter	27%
	WhatsApp	53%	III	Instagram	42%	(B)	Instagram	34%	in	LinkedIn	26%	in	LinkedIn	19%
	Twitter	46%	0	Snapchat	31%	in	LinkedIn	26%	B	Instagram	18%	ø	Pinterest	12%
0	Pinterest	22%	in	LinkedIn	21%	ø	Pinterest	22%	ø	Pinterest	17%	B	Instagram	10%
t	Tumblr	19%	0	Pinterest	21%	0	Snapchat	15%	0	Snapchat	7%	t	Tumblr	2%
•	Reddit	18%	•	Reddit	13%	•	Reddit	8%	t	Tumblr	4%	0	Snapchat	1%
in	LinkedIn	17%	t	Tumblr	8%	t	Tumblr	8%	w w	Reddit	3%	•	Periscope	1%
•	Periscope	5%	•	Periscope	5%	•	Periscope	4%	•	Periscope	2%	·	Reddit	1%

On which devices are social media used in the UK

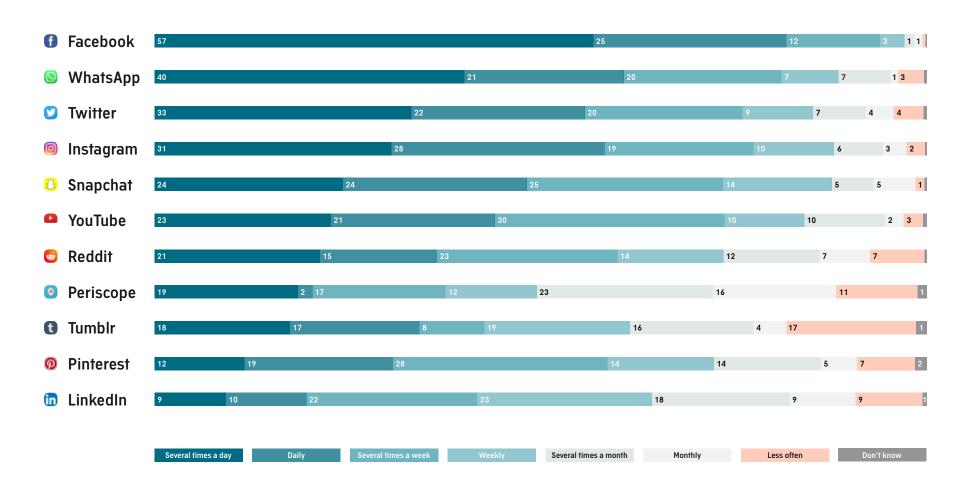
[On which devices are the following social media used]





How often social media are used in the UK

[How often are the following social media used]



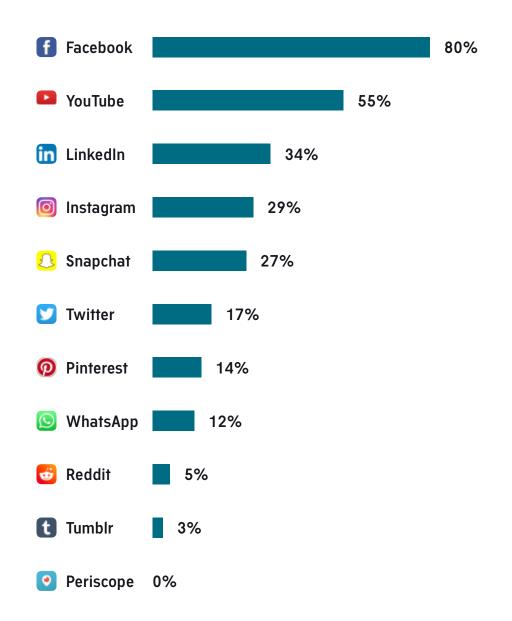
What social media are used for in the UK

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	88%	10%	34%	60%	9%	76%	12%	91%	10%	8%	28%
Strengthen professional network	11%	5%	18%	11%	8%	6%	83%	7%	8%	10%	14%
News	30%	17%	53%	11%	13%	8%	12%	6%	13%	51%	21%
Follow brands / companies	14%	11%	34%	25%	33%	9%	14%	3%	12%	15%	8%
Entertainment	28%	81%	36%	39%	38%	42%	3%	5%	53%	59%	42%
Other purposes	3%	6%	9%	8%	34%	2%	5%	3%	25%	14%	8%

Top social media in Denmark

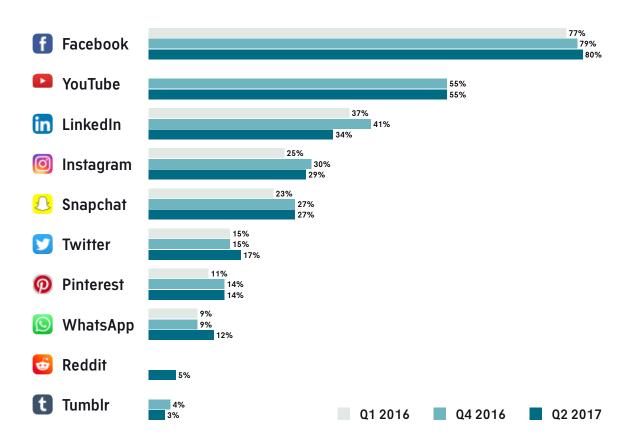
[How many use the following social media]





Top social media in Denmark from 2016 to 2017

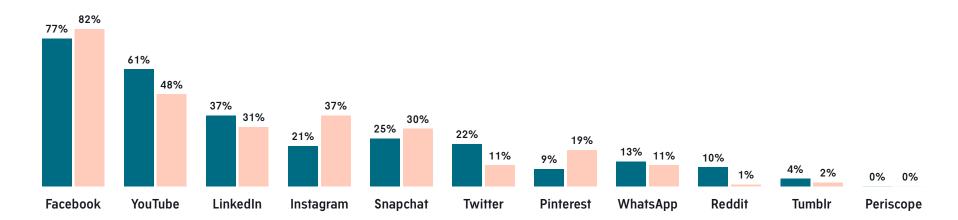
[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]



Top social media in Denmark - Gender

[How many men and women use the following social media]







Top social media in Denmark - Age groups

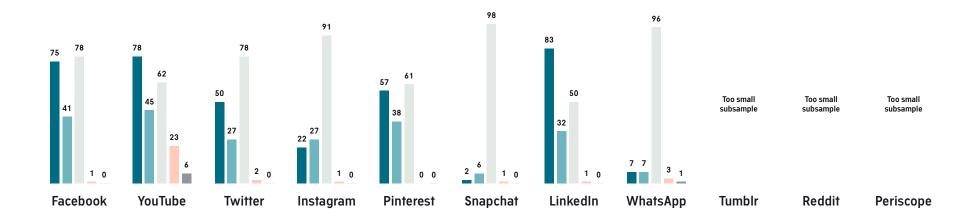
[How many in different age groups use the following social media]

	15-25		26-35			36-45			46-55			56+		
ſ	Facebook	94%	f	Facebook	86%	f	Facebook	78%	f	Facebook	76%		Facebook	67%
0	Snapchat	76%	•	YouTube	62%	•	YouTube	56%	•	YouTube	49%	•	YouTube	35%
•	YouTube	74%	(B)	Instagram	39%	in	LinkedIn	40%	in	LinkedIn	43%	in	LinkedIn	22%
(B)	Instagram	51%	in	LinkedIn	38%	B	Instagram	22%	<u> </u>	Instagram	21%	B	Instagram	12%
in	LinkedIn	30%	0	Snapchat	30%		Twitter	15%	0	Snapchat	16%		Twitter	9%
	Twitter	28%		Twitter	21%	9	Pinterest	14%		Twitter	11%	9	Pinterest	8%
9	Pinterest	21%	0	Pinterest	18%	0	Snapchat	12%	0	Pinterest	10%	0	WhatsApp	6%
0	WhatsApp	19%	0	WhatsApp	16%	0	WhatsApp	11%	0	WhatsApp	7%	0	Snapchat	5%
₩	Reddit	11%	*	Reddit	9%	w.	Reddit	4%	t	Tumblr	2%	t	Tumblr	1%
t	Tumblr	9%	t	Tumblr	3%	t	Tumblr	2%	w w	Reddit	1%	•	Reddit	0%
•	Periscope	0%	•	Periscope	1%	•	Periscope	1%	•	Periscope	0%	•	Periscope	0%

On which devices are social media used in Denmark

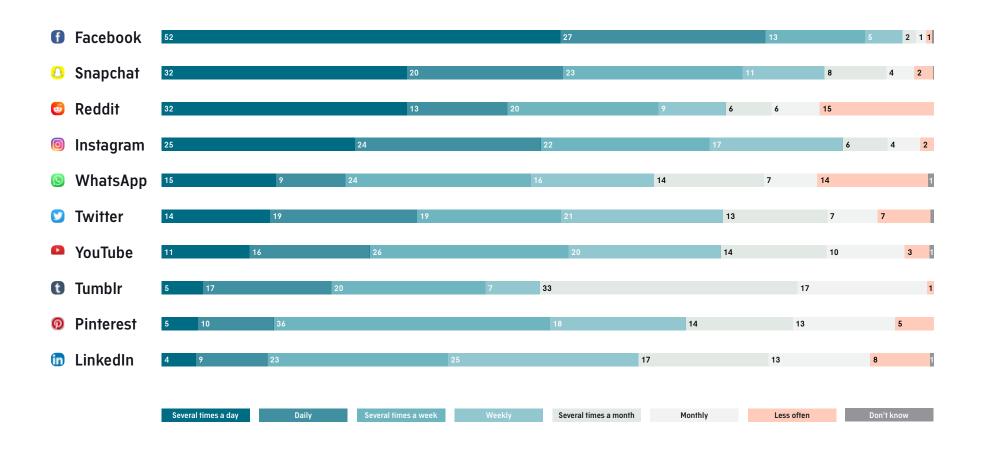
[On which devices are the following social media used]





How often social media are used in Denmark

[How often are the following social media used]



What social media are used for in Denmark

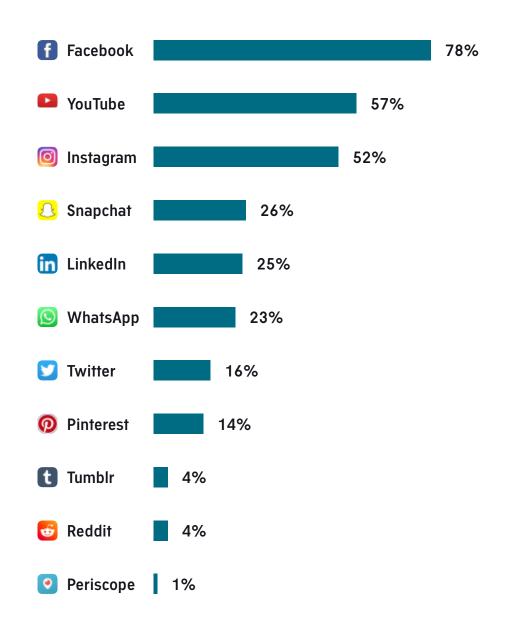
[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	84%	2%	12%	52%	4%	82%	5%	84%	N/A	N/A	N/A
Strengthen professional network	13%	2%	11%	7%	6%	0%	89%	5%	N/A	N/A	N/A
News	29%	12%	61%	7%	13%	1%	13%	5%	N/A	N/A	N/A
Follow brands / companies	16%	9%	26%	30%	27%	4%	24%	0%	N/A	N/A	N/A
Entertainment	44%	90%	36%	55%	63%	54%	1%	8%	N/A	N/A	N/A
Other purposes	6%	11%	12%	9%	28%	3%	4%	4%	N/A	N/A	N/A



Top social media in Sweden

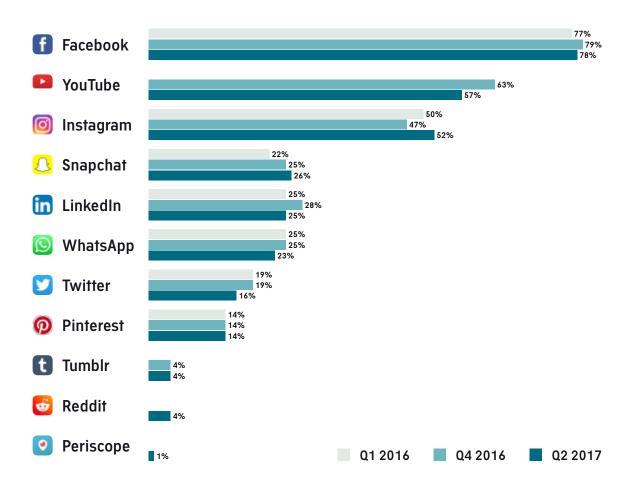
[How many use the following social media]





Top social media in Sweden from 2016 to 2017

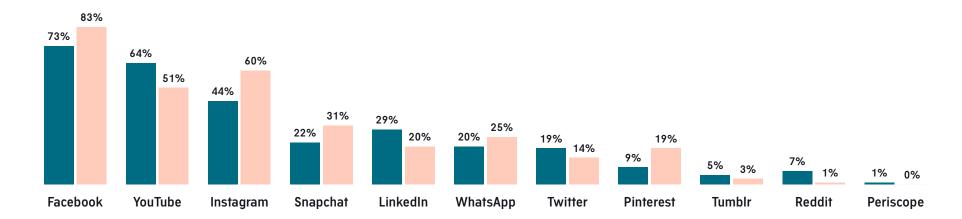
[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]

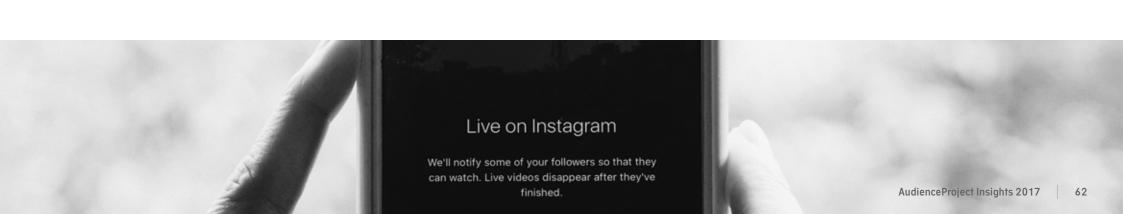


Top social media in Sweden - Gender

[How many men and women use the following social media]







Top social media in Sweden - Age groups

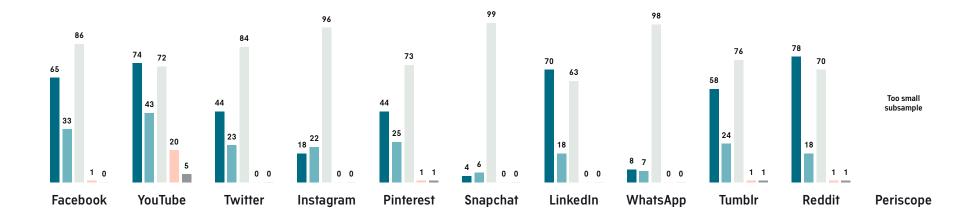
[How many in different age groups use the following social media]

	15-25			26-35		36-45			46-55			56+		
0	Facebook	88%	Ø	Facebook	85%	f	Facebook	78%	•	Facebook	72%	f	Facebook	69%
•	YouTube	79%	0	Instagram	66%	•	YouTube	54%	•	YouTube	50%	•	YouTube	39%
(1)	Instagram	75%	•	YouTube	66%	B	Instagram	53%		Instagram	43%	•	Instagram	25%
0	Snapchat	70%	0	WhatsApp	32%	in	LinkedIn	32%	in	LinkedIn	30%	in	LinkedIn	16%
0	WhatsApp	25%	0	Snapchat	30%	S	WhatsApp	24%	0	WhatsApp	18%	0	WhatsApp	15%
0	Pinterest	23%	in	LinkedIn	29%	0	Snapchat	18%		Twitter	14%		Twitter	10%
	Twitter	22%		Twitter	20%		Twitter	17%	0	Snapchat	14%	ø	Pinterest	5%
in	LinkedIn	16%	ø	Pinterest	18%	9	Pinterest	14%	9	Pinterest	11%	0	Snapchat	3%
t	Tumblr	12%	₩.	Reddit	7%	ŧ	Tumblr	4%	t	Tumblr	2%	t	Tumblr	0%
wir.	Reddit	11%	t	Tumblr	3%	•	Reddit	2%	di	Reddit	1%	ŵ	Reddit	0%
•	Periscope	1%	•	Periscope	1%	•	Periscope	1%	•	Periscope	1%	•	Periscope	0%

On which devices are social media used in Sweden

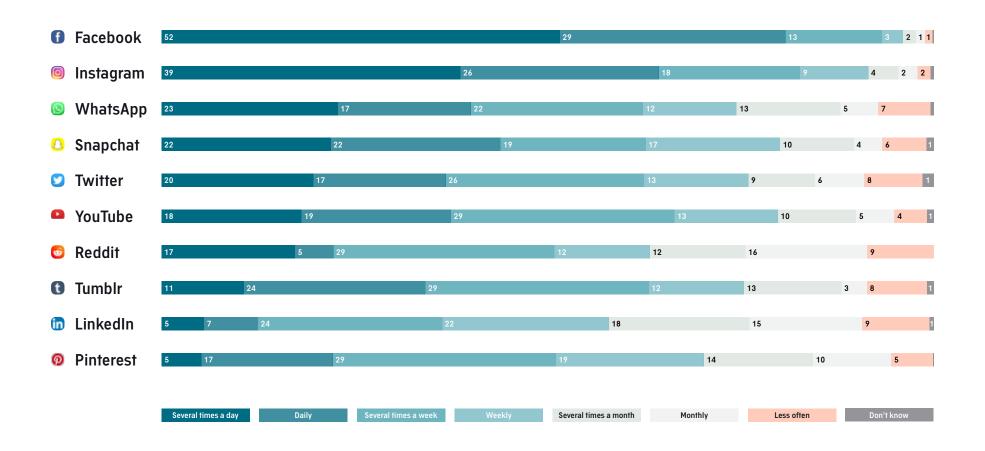
[On which devices are the following social media used]





How often social media are used in Sweden

[How often are the following social media used]



What social media are used for in Sweden

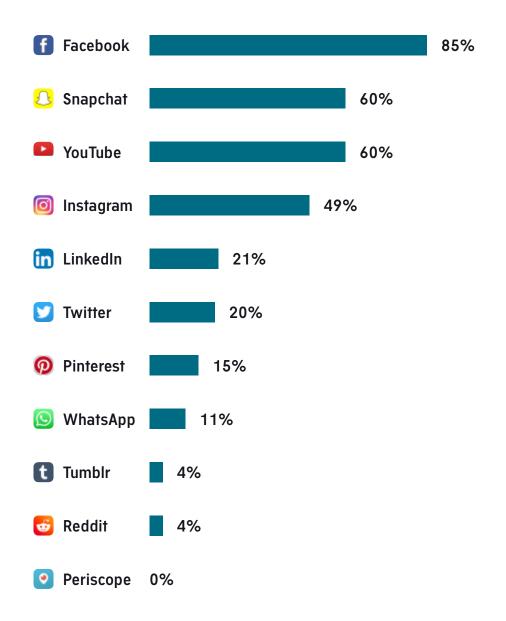
[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumbir	Reddit	Periscope
Keep contact with friends and family	84%	4%	19%	69%	4%	82%	6%	92%	7%	4%	N/A
Strengthen professional network	9%	3%	12%	8%	7%	1%	80%	2%	4%	9%	N/A
News	25%	14%	54%	9%	18%	2%	17%	2%	11%	43%	N/A
Follow brands / companies	11%	7%	21%	16%	20%	1%	27%	1%	13%	7%	N/A
Entertainment	35%	90%	39%	50%	65%	40%	2%	3%	82%	78%	N/A
Other purposes	8%	9%	17%	7%	27%	4%	9%	5%	10%	23%	N/A



Top social media in Norway

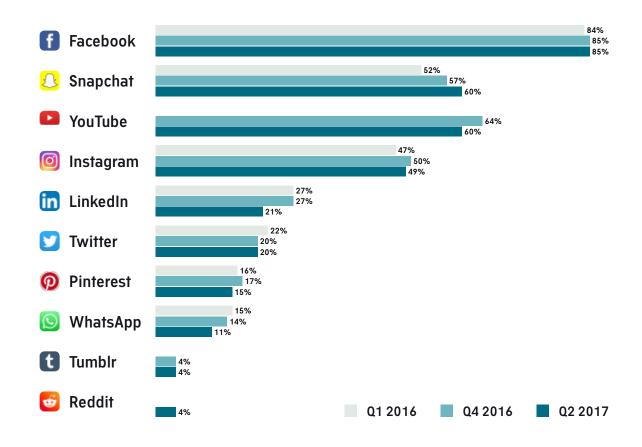
[How many use the following social media]





Top social media in Norway from 2016 to 2017

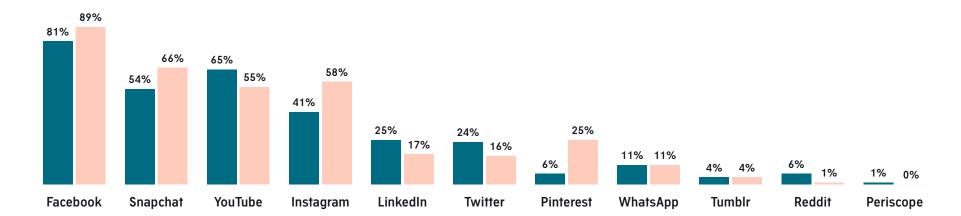
[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]



Top social media in Norway - Gender

[How many men and women use the following social media]







Top social media in Norway - Age groups

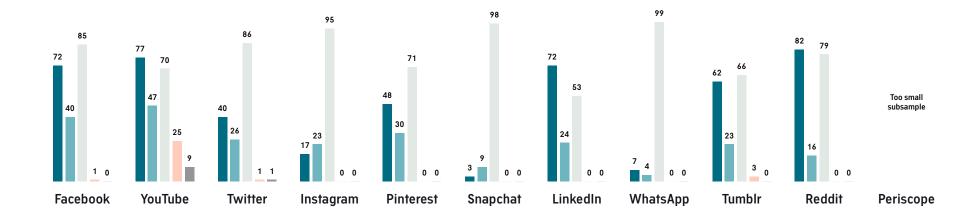
[How many in different age groups use the following social media]

15-2	15-25		26-35		36-45			46-55			56+	
Snapchat	96%	Facebook	93%	0	Facebook	87%	0	Facebook	77%		l Facebook	72%
Facebook	95%	Snapchat	74%	0	Snapchat	60%	•	YouTube	55%	•	YouTube	40%
YouTube	81%	YouTube	66%	•	YouTube	60%	0	Snapchat	47%	0	Snapchat	28%
Instagram	77%	Instagram	57%	(B)	Instagram	52%	<u> </u>	Instagram	40%	Œ	Instagram	23%
Twitter	26%	LinkedIn	23%	lin	LinkedIn	27%	in	LinkedIn	26%	i i	LinkedIn	18%
Pinterest	18%	Pinterest	23%	•	Twitter	23%		Twitter	18%	C	Twitter	11%
Tumblr	13%	Twitter	20%	9	Pinterest	18%	9	Pinterest	12%	6	Pinterest	7%
WhatsApp	13%	WhatsApp	15%	0	WhatsApp	13%	8	WhatsApp	9%	•	WhatsApp	6%
LinkedIn	11%	Reddit	7%	•	Reddit	2%	•	Tumblr	1%	Œ	Tumblr	0%
Reddit	10%	■ Tumblr	3%	0	Tumblr	1%	0	Periscope	0%	•	Reddit	0%
Periscope	0%	Periscope	1%	•	Periscope	0%	•	Reddit	0%		Periscope	0%

On which devices are social media used in Norway

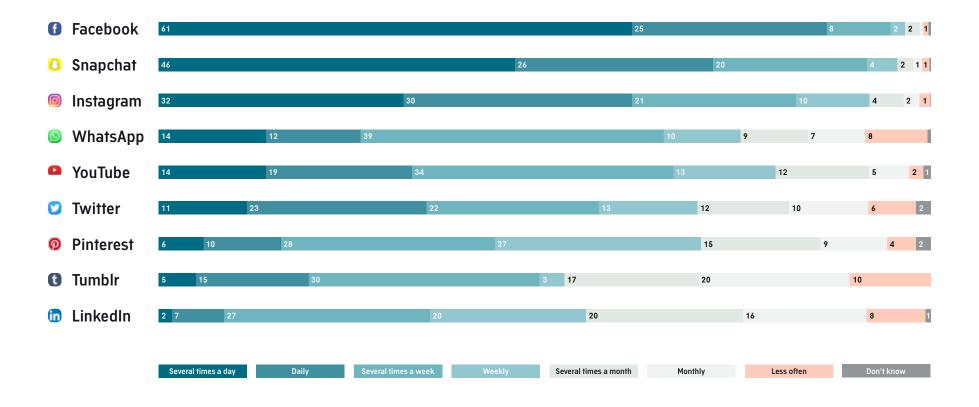
[On which devices are the following social media used]





How often social media are used in Norway

[How often are the following social media used]



What social media are used for in Norway

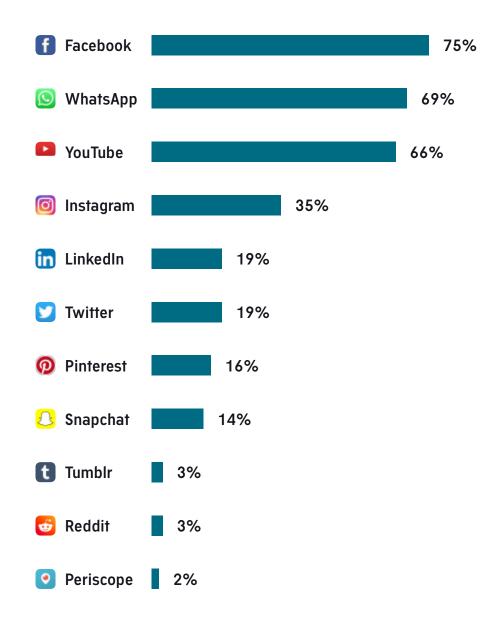
[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	79%	2%	16%	58%	3%	85%	8%	86%	6%	2%	N/A
Strengthen professional network	9%	2%	14%	6%	5%	3%	81%	7%	6%	5%	N/A
News	28%	10%	52%	10%	12%	4%	9%	2%	8%	52%	N/A
Follow brands / companies	8%	7%	17%	16%	20%	3%	15%	2%	2%	10%	N/A
Entertainment	49%	91%	44%	58%	66%	47%	3%	3%	77%	87%	N/A
Other purposes	7%	8%	13%	8%	23%	3%	8%	8%	24%	25%	N/A



Top social media in Finland

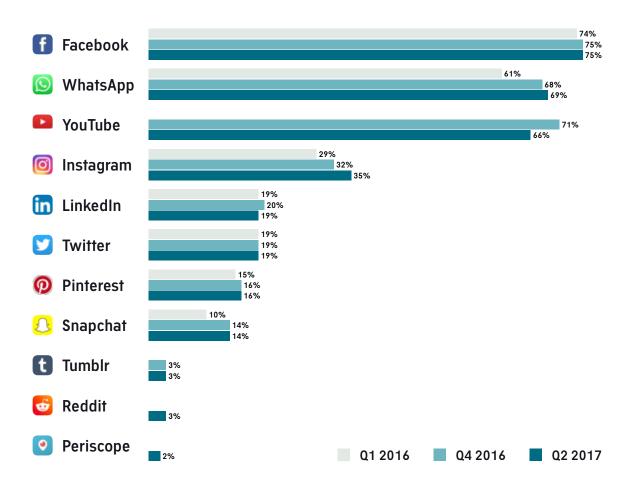
[How many use the following social media]





Top social media in Finland from 2016 to 2017

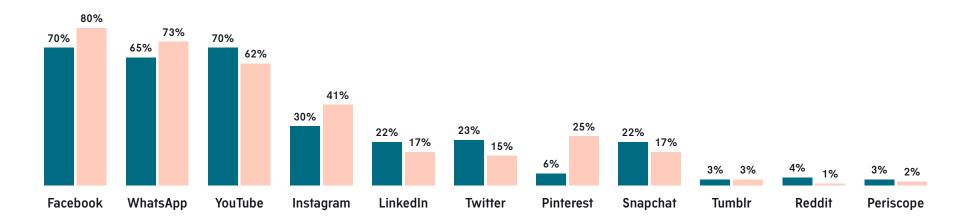
[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]



Top social media in Finland - Gender

[How many men and women use the following social media]







Top social media in Finland - Age groups

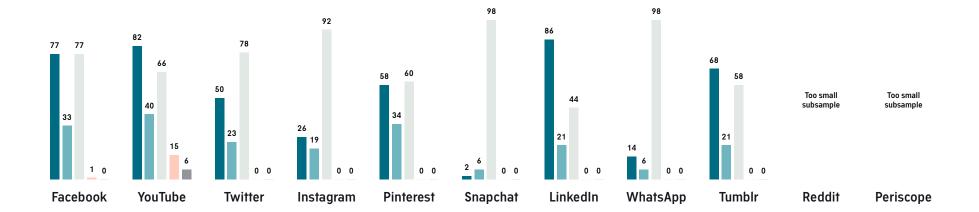
[How many in different age groups use the following social media]

	15-25	15-25		26-35						46-55			56+	
0	WhatsApp	93%	f	Facebook	83%	•	Facebook	77%	Ð	Facebook	67%	f	Facebook	62%
f	Facebook	85%	0	WhatsApp	82%	0	WhatsApp	72%	•	YouTube	62%	0	WhatsApp	46%
•	YouTube	84%	•	YouTube	74%	•	YouTube	70%	©	WhatsApp	58%	•	YouTube	45%
<u> </u>	Instagram	60%	III	Instagram	47%	B	Instagram	36%	(B)	Instagram	24%	V	Twitter	14%
0	Snapchat	46%	in	LinkedIn	24%	in	LinkedIn	26%	in	LinkedIn	21%	(E)	Instagram	13%
	Twitter	26%		Twitter	22%		Twitter	20%		Twitter	14%	in	LinkedIn	12%
ø	Pinterest	21%	ø	Pinterest	19%	9	Pinterest	16%	ø	Pinterest	14%	9	Pinterest	8%
in	LinkedIn	14%	0	Snapchat	13%	0	Snapchat	9%	0	Snapchat	4%	0	Snapchat	1%
t	Tumblr	8%	w.	Reddit	5%	•	Periscope	2%	t	Tumblr	2%	t	Tumblr	1%
w.	Reddit	6%	t	Tumblr	2%	t	Tumblr	2%	•	Periscope	2%	•	Periscope	1%
•	Periscope	6%	•	Periscope	1%	w.	Reddit	1%	w.	Reddit	0%	w.	Reddit	0%

On which devices are social media used in Finland

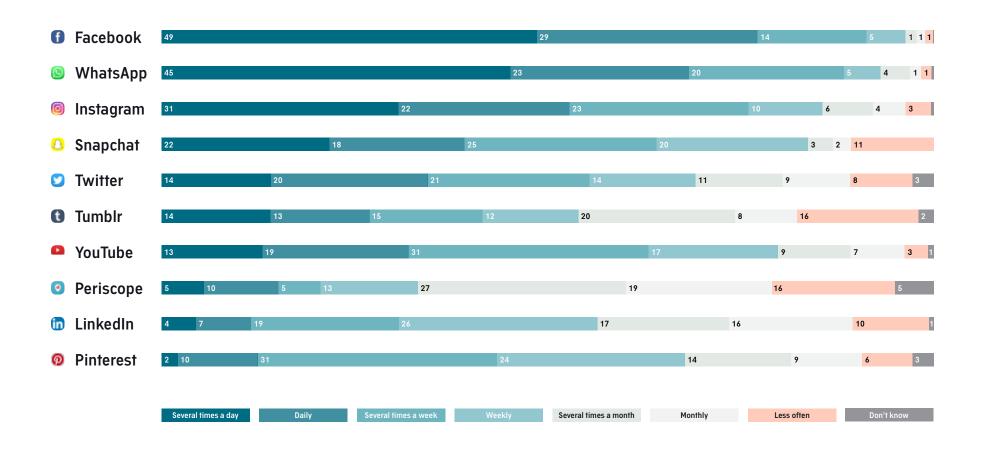
[On which devices are the following social media used]





How often social media are used in Finland

[How often are the following social media used]



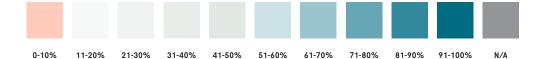
What social media are used for in Finland

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	Linkedin	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	82%	5%	18%	55%	4%	80%	4%	96%	5%	N/A	N/A
Strengthen professional network	13%	4%	26%	6%	7%	2%	91%	8%	0%	N/A	N/A
News	27%	11%	50%	5%	4%	3%	11%	1%	10%	N/A	N/A
Follow brands / companies	23%	11%	43%	31%	25%	10%	23%	1%	10%	N/A	N/A
Entertainment	42%	90%	45%	60%	74%	44%	3%	7%	87%	N/A	N/A
Other purposes	7%	7%	7%	8%	19%	3%	4%	2%	9%	N/A	N/A

What social media are used for

[What are the following social media used for]

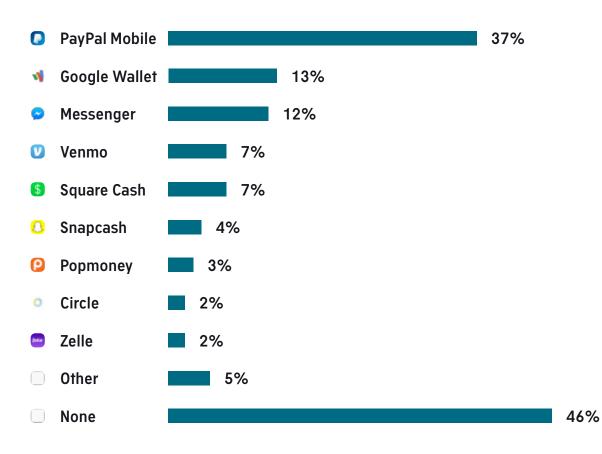


	Fa		Facebook YouTube				YouTube T			Twitter			Instagram			interes	t	Snapchat			LinkedIn			W	/hatsAp	р	Tumblr			Reddit			Periscope			
	f				Y			0			P			<u> </u>			in							&				•								
Keep contact	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK			
with friends and family	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI			
Strengthen professional	us	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	us	UK	DK		UK	DK	US	UK	DK	US	UK	DK	US	UK		US	UK	DK			
network	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI			
News	us	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	us	UK	DK	us	UK	DK	US	UK	DK	US	UK	DK	US	UK		US	UK	DK			
news	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI			
Follow brands /	us	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK		US	UK	DK			
companies	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI			FI			
Entertainment	US	UK	DK		UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK			
cinerialililelli	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI		NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI		NO	FI			FI			
Other	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK	US	UK	DK			
purposes	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI	SE	NO	FI			

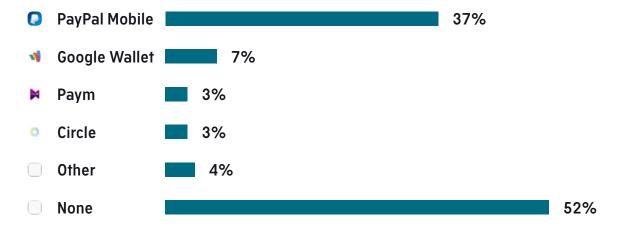
MOBILE BANKING

Mobile payment services are used by half of the online population in the US and UK. The situation is different in the Nordics, where the use of mobile payment services is much more common. MobilePay, Swish and Vipps rule the markets in Denmark, Sweden and Norway respectively.

Top mobile payment services in the US

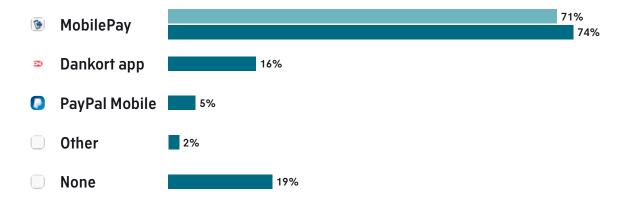


Top mobile payment services in the UK



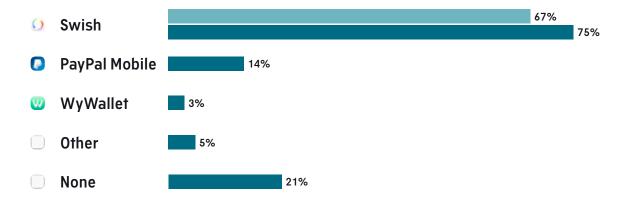
Top mobile payment services in Denmark

[How many use the following mobile payment services on a mothly basis]

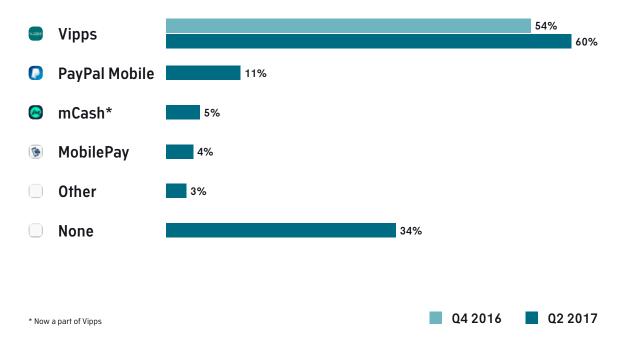


Q4 2016 Q2 2017

Top mobile payment services in Sweden



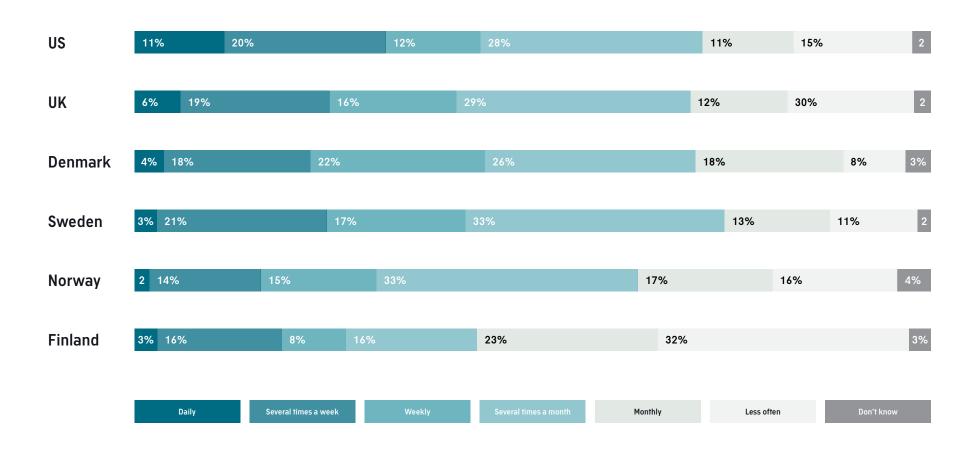
Top mobile payment services in Norway





How often mobile payment services are used

[How often do people use mobile payment services]





ABOUT THE STUDY

Methodology

The study is a part of AudienceProject Insights 2017. Data is collected through online surveys done in Q1 and Q2 2017. The respondents have been selected from our Nordic, UK and US panels consisting of more than 1 million panelists and weighed to achieve representativity on the more than 14.000 respondents who completed the survey.

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About AudienceProject

AudienceProject has its roots in market research, technology and large scale data. It helps brands, agencies, publishers and e-commerce companies identify, target and vaildate audiences. The products range from audience planning, validtaion and targeting on socio demographics as well as other variables.

AudienceProject >=