

AudienceProject >=

DEVICE STUDY 2016

Social media across the Nordics

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Social media across the Nordics

Facebook and YouTube are by far the most popular social media in the Nordics, but also other networks have sizeable user bases. Looking across countries, genders and age groups the social media usage differs a lot.



In the Nordics, more than three out of four use Facebook and 72 % use YouTube making these social media the far most popular. However, other social networks have gained ground in the daily life of the Nordic population as well. Instagram is used by 39 %, which is 34 % more compared to last year and LinkedIn, WhatsApp and Snapchat are used by more than a quarter. The least used social media are Twitter and Pinterest, respectively used by 19 % and 14 %.

Big differences across the Nordics

When looking at the social media usage across the Nordics we see big differences between the individual countries - both in regards to the number of social media used per person and which social media are the most used.

Facebook and YouTube are more or less equally popular in the Nordics, but when it comes to other social media the popularity differs a lot. In Sweden and Norway almost half of the population use Instagram while this is the case with just around a quarter in Denmark and Finland. On the other hand, LinkedIn stands out as a particularly popular social media in Denmark with 37 % using this business-oriented social media. In Finland the prominence of WhatsApp stands out from the other Nordic countries, and Norway is leading way for Snapchat.

Women and youngsters use more networks

Besides the differences across the individual countries in the Nordics we see that the social media usage also differs when looking at genders and age groups.

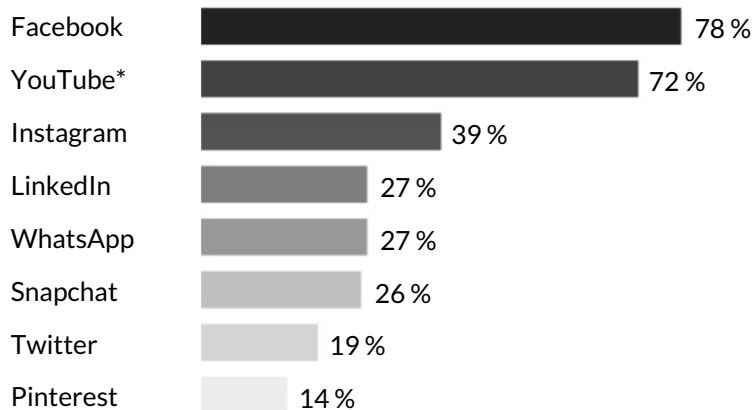
In general, women use a bit more social media than men. In average, women use 3,2 social media per person while men use 2,9. This difference is primarily related to the higher use of Pinterest and Instagram among the female part of the Nordic population. Three times as many women use Pinterest and 50 % more women than men use Instagram. Only YouTube, LinkedIn and Twitter are used by a few more men than women.

When looking at age groups we see that the young use far more social media than the old. Especially the age group between 15-25 years stands out as particularly fond of social media with an average of 4,2 social media used per person. In contrast, the age group of 56+ years just use 2,1 social media per person. The difference in the number of social media used across age groups is linked to a far larger share of the young using Instagram and Snapchat. The only social media used by a larger share of the middle aged and older age groups is LinkedIn.

Get further insights in the following pages!

Top social media

Top social media in the Nordics

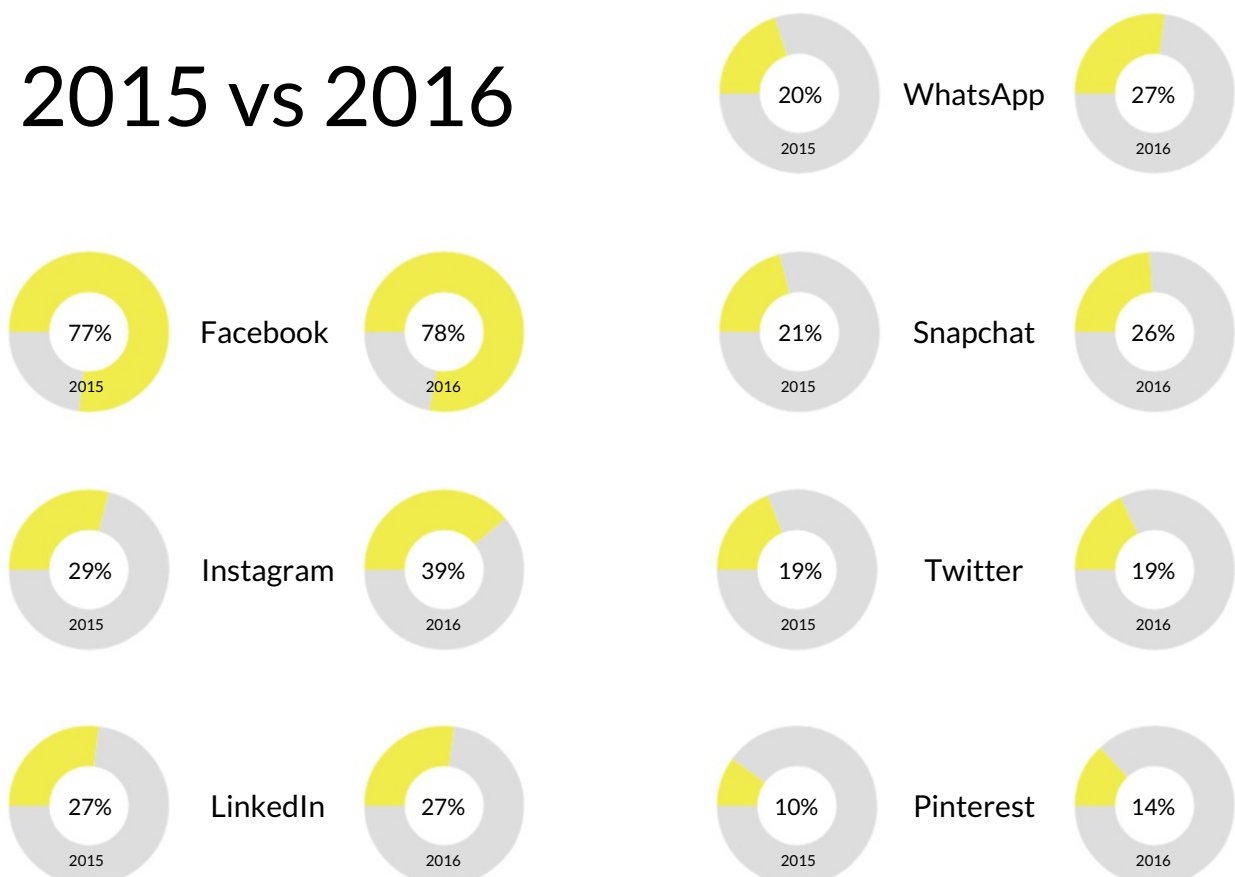


The social media landscape in the Nordics is ruled by Facebook and YouTube. But new contenders are gaining ground as well. Especially Instagram, LinkedIn, WhatsApp and Snapchat are closing the gap to the two big services in terms of user reach.

In the other end of the list Twitter has stagnated while Pinterest is growing.

*The respondents in Finland weren't asked about YouTube why the numbers on YouTube are based on Denmark, Sweden and Norway.

2015 vs 2016

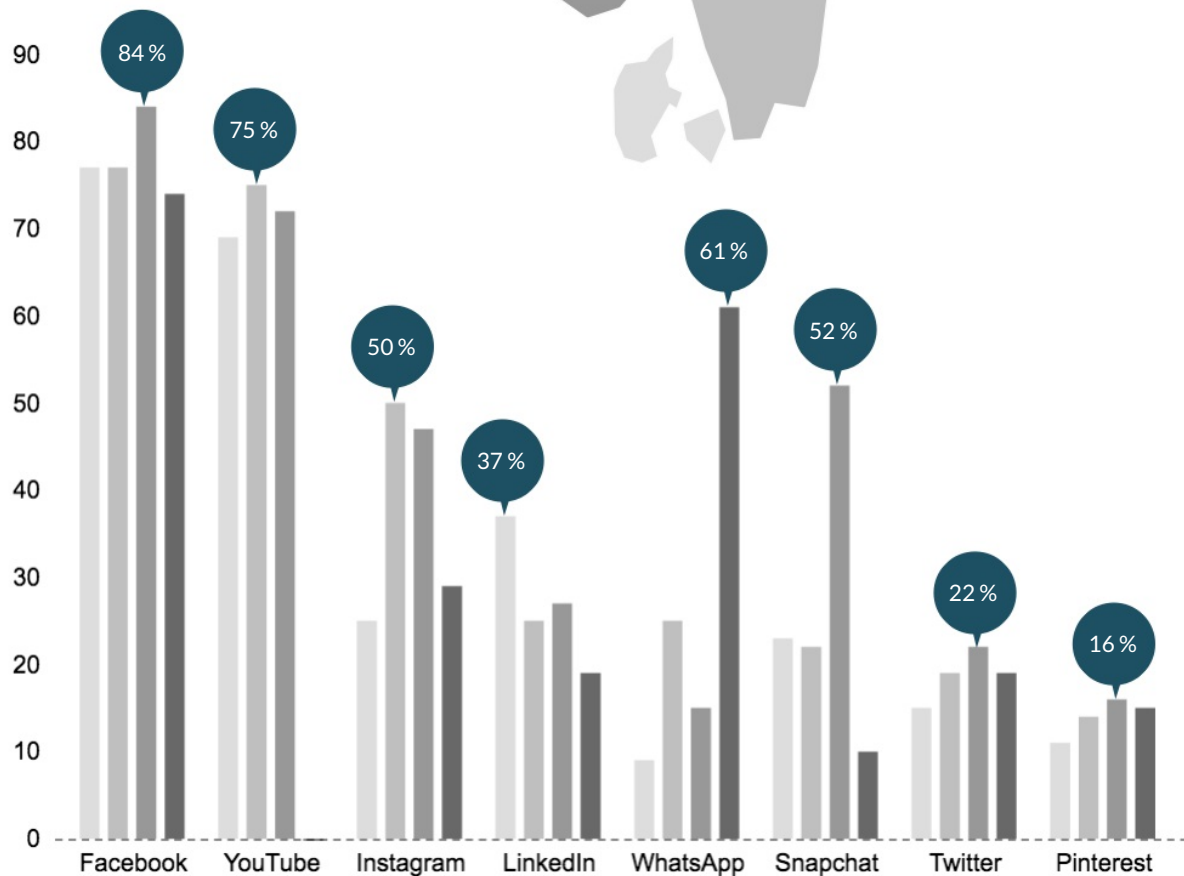
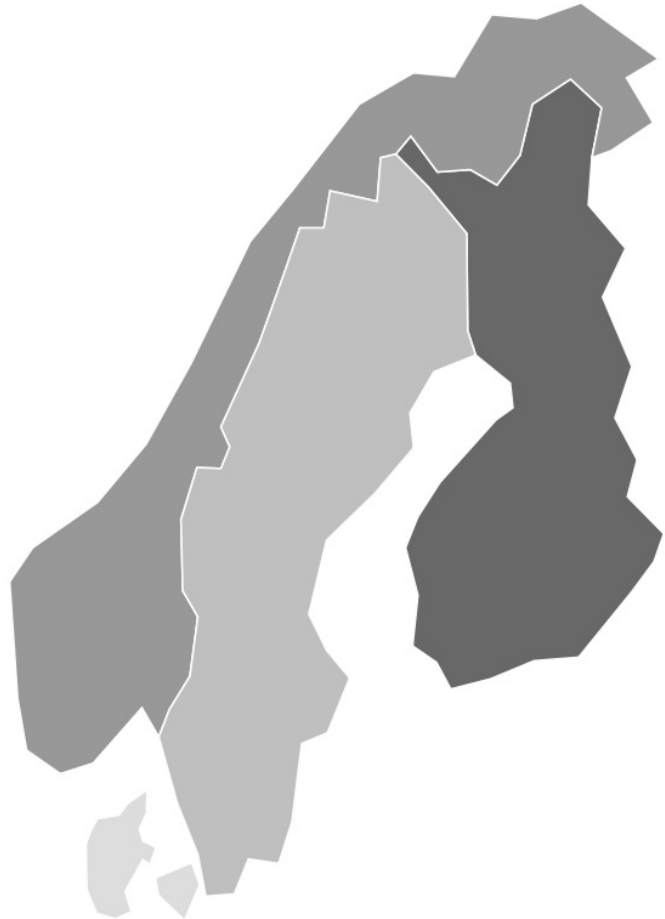


*The respondents weren't asked about YouTube in the Device Study 2015 why any historical numbers on YouTube aren't shown.

Top social media across the Nordics

When looking at the most used social media across the Nordics, Facebook and YouTube stand out as the superior platforms across all Nordic countries. However, we see big differences on the use of other social media. In Sweden and Norway, Instagram is almost twice as big as in Denmark and Finland. Furthermore, LinkedIn stands out as a particular popular social media in Denmark while this is case with WhatsApp in Finland and Snapchat in Norway.

DK	SE
NO	FI



Top social media across genders

As we could see in our App Study women have a higher veneration to social media than men. This picture is consolidated when looking at the social media usage alone as men use less different social media than women. Also there is a difference in which media are being used across genders. Especially Instagram and Pinterest are used by more women than men. On the other hand, YouTube and Twitter are used by at bit more men while LinkedIn in particular is used by more men than women.

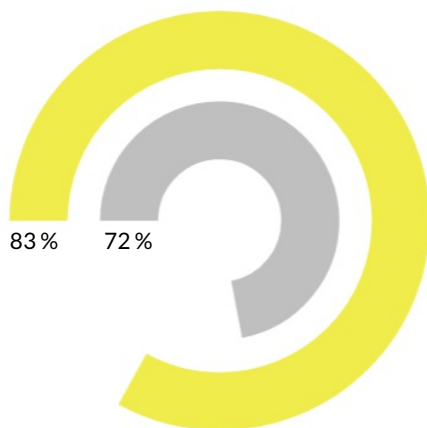
Man



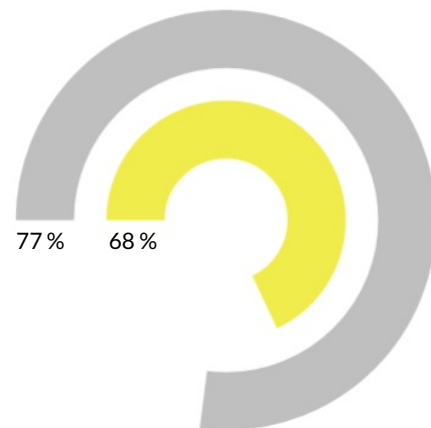
Woman



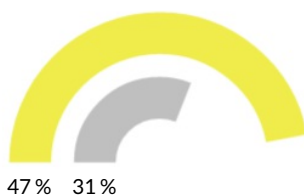
Facebook



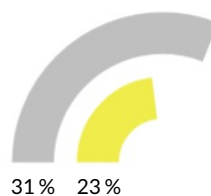
YouTube



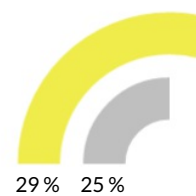
Instagram



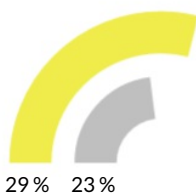
LinkedIn



WhatsApp



Snapchat



Twitter

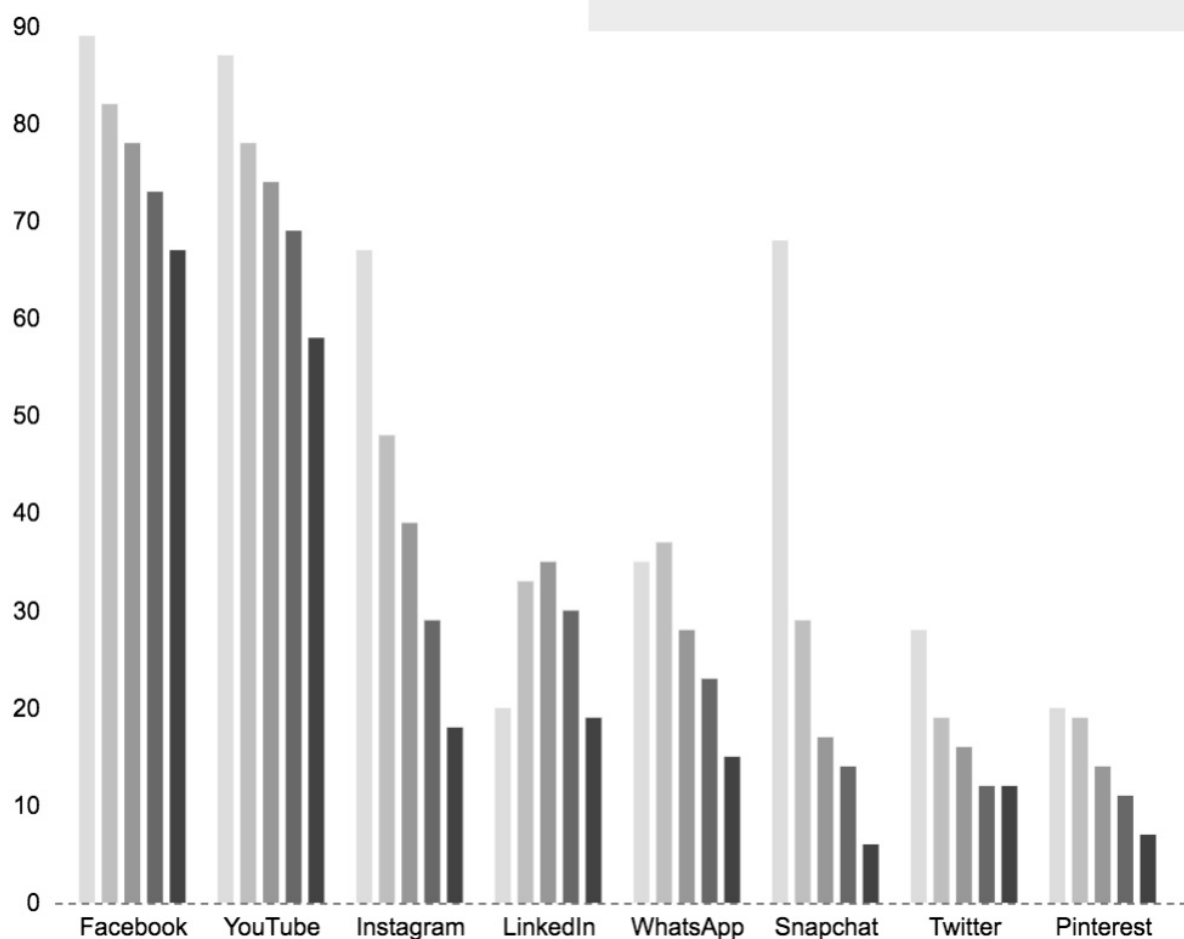
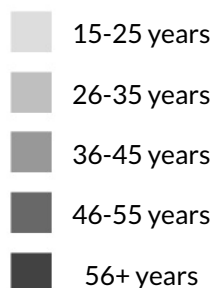


Pinterest

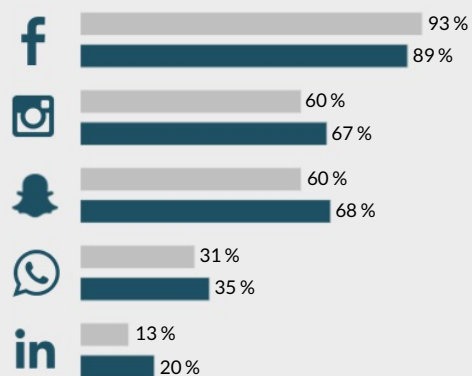


Top social media across age groups

When looking at the social media usage across age groups, we see big differences between young and old. In general, the young use social media to a higher degree than the old. This is particularly the case with Instagram and Snapchat, which are used by a far larger amount of the young. On the other hand, we find that LinkedIn is used by a larger share of the middle aged and older age groups.



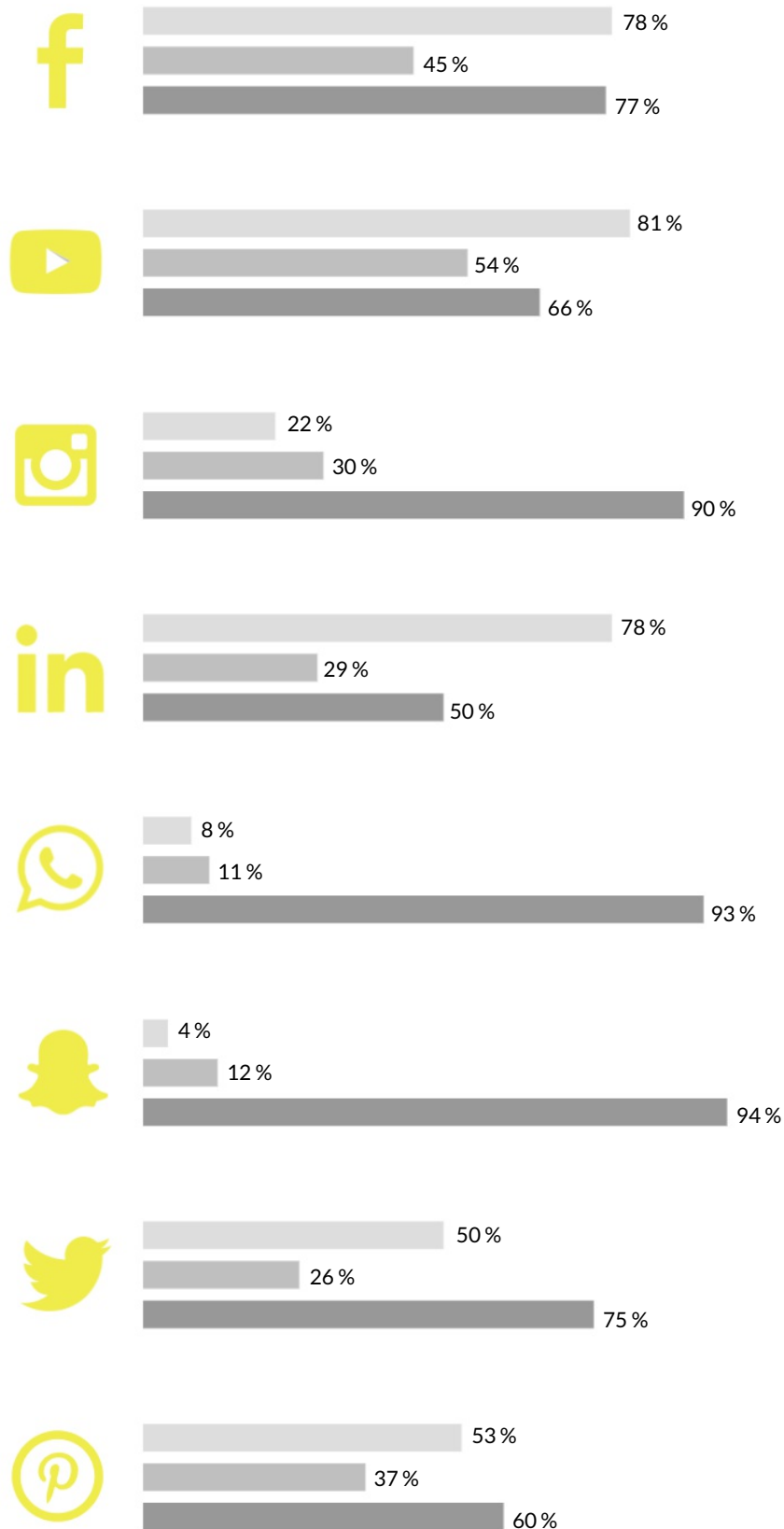
The 15-25 years old move from Facebook to other social media



2015

2016

Devices used for social media



When looking at the devices used for the different social media we see that mobile is the preferred device with most social media. Especially, Snapchat, WhatsApp and Instagram are used on mobile, but also Twitter and Pinterest are primarily used on the little screen. On the other hand, we see that Facebook, YouTube and LinkedIn are still mostly on the desktop. That said, a high proportion also use these social media on mobile.



10 % use YouTube on smart TV

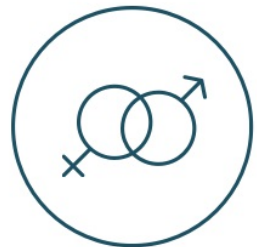


Number of social media used per person

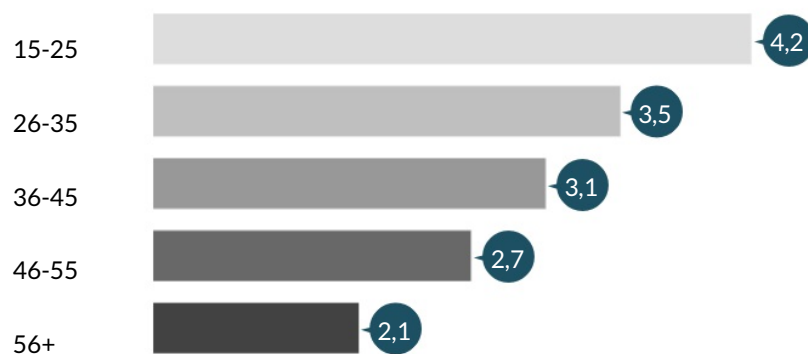
Across the Nordics



Across genders



Across age groups



AudienceProject

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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 validate audiences. The products range from audience planning, validation and targeting on socio-demographics as well as other variables.

Contact

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About the study

The social media study is a part of a larger device study by AudienceProject with data collected through online surveys done during 2016. The respondents have been selected from our Nordic panel of 750.000 panelists and been weighted to achieve representativity on more than 22.000 respondents who completed the survey.

Our social media study has the aim of examining which social media the Nordics use and how many social media each person in the Nordics use - across countries, genders and age groups.

The respondents were specifically asked whether they use Facebook, YouTube, Instagram, LinkedIn, WhatsApp, Snapchat, Twitter, Pinterest and Heaps. However, the number of people using Heaps is so low that Heaps isn't included in the study. The number of social media used per person is only based on the included media.

The respondents had the opportunity to add social media in an open text field, but no social media were mentioned to such degree that they are included in the study.

