



DIGITAL 2023

JULY GLOBAL STATSHOT REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

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<O> Meltwater

JUL
2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



8.05
BILLION

URBANISATION

57.2%

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UNIQUE MOBILE
PHONE SUBSCRIBERS



5.56
BILLION

vs. POPULATION

69.1%

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INDIVIDUALS USING
THE INTERNET



5.19
BILLION

vs. POPULATION

64.5%

KEPIOS

SOCIAL MEDIA
USER IDENTITIES



4.88
BILLION

vs. POPULATION

60.6%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; NIELSEN; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL
POPULATION




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+0.9%

YEAR-ON-YEAR CHANGE
+70 MILLION

UNIQUE MOBILE
PHONE SUBSCRIBERS




KEPIOS

+2.7%

YEAR-ON-YEAR CHANGE
+148 MILLION

INDIVIDUALS USING
THE INTERNET




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+2.1%

YEAR-ON-YEAR CHANGE
+105 MILLION

SOCIAL MEDIA
USER IDENTITIES



+3.7%

YEAR-ON-YEAR CHANGE
+173 MILLION

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; NIELSEN; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR FULL DETAILS.


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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

ANY KIND OF
MOBILE PHONE



GWI.

96.9%

YEAR-ON-YEAR CHANGE
+0.7% (+70 BPS)

SMART
PHONE



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96.8%

YEAR-ON-YEAR CHANGE
+0.8% (+80 BPS)

FEATURE
PHONE



GWI.

7.0%

YEAR-ON-YEAR CHANGE
-18.6% (-160 BPS)

LAPTOP OR
DESKTOP COMPUTER



GWI.

57.7%

YEAR-ON-YEAR CHANGE
-3.4% (-200 BPS)

TABLET
DEVICE



32.1%

YEAR-ON-YEAR CHANGE
-7.8% (-270 BPS)

GAMES
CONSOLE



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19.8%

YEAR-ON-YEAR CHANGE
-3.9% (-80 BPS)

SMART WATCH OR
SMART WRISTBAND



GWI.

29.6%

YEAR-ON-YEAR CHANGE
+1.4% (+40 BPS)

TV STREAMING
DEVICE



KEPIOS

16.5%

YEAR-ON-YEAR CHANGE
-1.2% (-20 BPS)

SMART HOME
DEVICE



GWI.

16.4%

YEAR-ON-YEAR CHANGE
+5.1% (+80 BPS)

VIRTUAL REALITY
DEVICE



5.0%

YEAR-ON-YEAR CHANGE
-7.4% (-40 BPS)

SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT **RELATIVE** YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE **ABSOLUTE** CHANGE. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT **INTERNET USERS AGED 16 TO 64** SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TIME SPENT USING
THE INTERNET



GWI.

6H 40M

YEAR-ON-YEAR CHANGE

-2.2% (-9 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



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3H 21M

YEAR-ON-YEAR CHANGE

-2.0% (-4 MINS)

TIME SPENT USING
SOCIAL MEDIA



GWI.

2H 26M

YEAR-ON-YEAR CHANGE

-2.0% (-3 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 56M

YEAR-ON-YEAR CHANGE

-6.5% (-8 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



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1H 31M

YEAR-ON-YEAR CHANGE

-3.2% (-3 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWI.

0H 56M

YEAR-ON-YEAR CHANGE

-8.2% (-5 MINS)

TIME SPENT LISTENING
TO PODCASTS



KEPIOS

0H 55M

YEAR-ON-YEAR CHANGE

-5.2% (-3 MINS)

TIME SPENT USING
A GAMES CONSOLE



1H 08M

YEAR-ON-YEAR CHANGE

-4.2% (-3 MINS)

SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** GWI HAS INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS, SO DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



GLOBAL OVERVIEW

TOTAL
POPULATION



8.05
BILLION



FEMALE
POPULATION



49.7%



MALE
POPULATION



50.3%



YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.9%
+70 MILLION



MEDIAN AGE OF
THE POPULATION



30.4

URBAN
POPULATION



57.2%



POPULATION DENSITY
(PEOPLE PER KM²)



61.6



OVERALL LITERACY
(ADULTS AGED 15+)



86.7%



FEMALE LITERACY
(ADULTS AGED 15+)



83.3%



MALE LITERACY
(ADULTS AGED 15+)



90.1%

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



GLOBAL OVERVIEW

INDIVIDUALS
USING THE
INTERNET



5.19
BILLION



INDIVIDUALS USING THE
INTERNET AS A PERCENTAGE
OF TOTAL POPULATION



64.5%
YOY: +1.2% (+75 BPS)



YEAR-ON-YEAR CHANGE IN
THE NUMBER OF INDIVIDUALS
USING THE INTERNET



+2.1%
+105 MILLION



PERCENTAGE OF THE
TOTAL FEMALE POPULATION
THAT USES THE INTERNET



61.7%



PERCENTAGE OF THE
TOTAL MALE POPULATION
THAT USES THE INTERNET



67.4%

AVERAGE DAILY TIME
SPENT USING THE INTERNET
BY EACH INTERNET USER



6H 40M
YOY: -2.2% (-9 MINS)



PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE PHONES



95.3%
YOY: +3.1% (+290 BPS)



PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA LAPTOPS AND DESKTOPS



63.4%
YOY: -5.1% (-340 BPS)



PERCENTAGE OF THE
TOTAL URBAN POPULATION
THAT USES THE INTERNET



78.5%



PERCENTAGE OF THE
TOTAL RURAL POPULATION
THAT USES THE INTERNET



45.9%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; NIELSEN; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q1 2023). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES IN THE BOTTOM ROWS OF DATA SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.



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PERSPECTIVES ON INTERNET USE

FIGURES FOR INTERNET USE PUBLISHED BY DIFFERENT SOURCES



INDIVIDUALS USING THE
INTERNET: ITU



5.33
BILLION

vs. POPULATION

66.3%

INDIVIDUALS USING THE
INTERNET: WORLD BANK



5.08
BILLION

vs. POPULATION

63.1%

INDIVIDUALS USING THE
INTERNET: CIA WORLD FACTBOOK



5.30
BILLION

vs. POPULATION

65.9%

INDIVIDUALS USING THE
INTERNET: INTERNETWORLDSTATS



5.39
BILLION

vs. POPULATION

66.9%

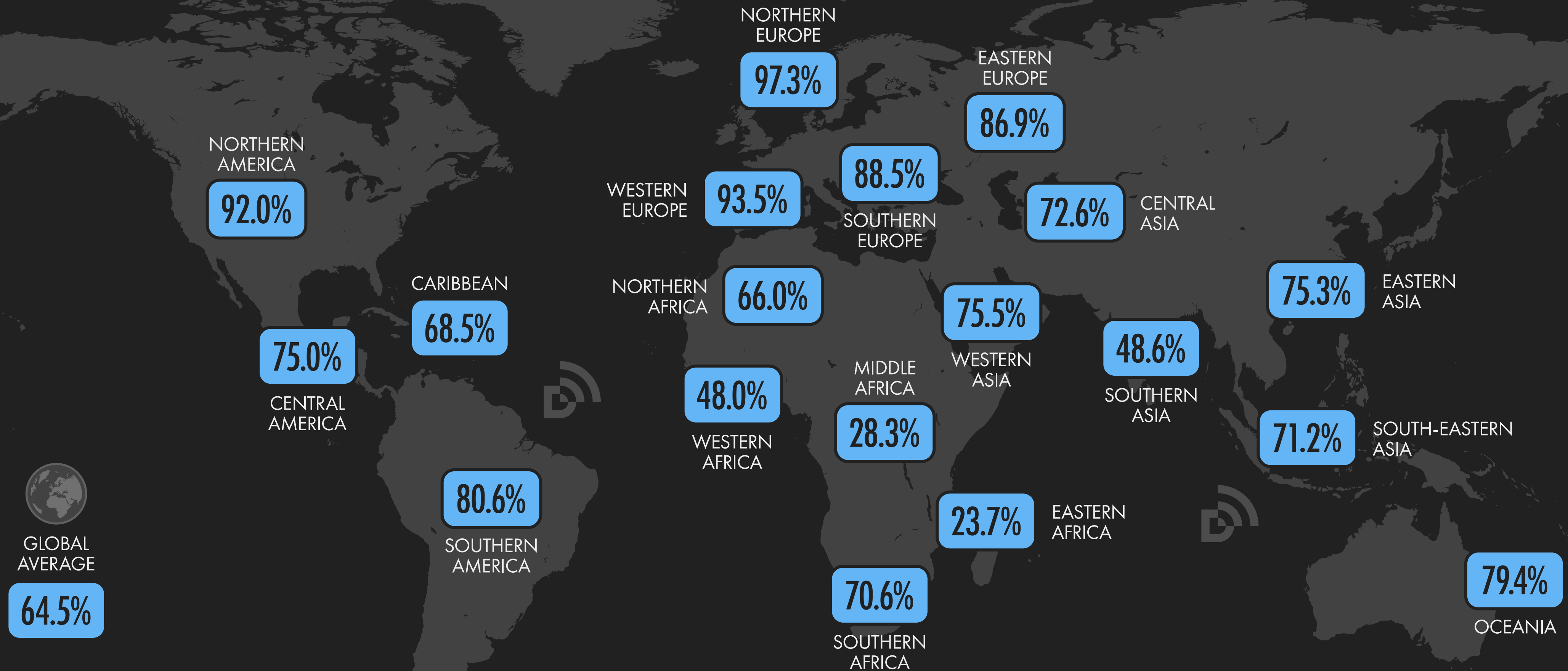
SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), VALUES SHOWN HERE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, VALUES SHOWN HERE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; NIELSEN; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

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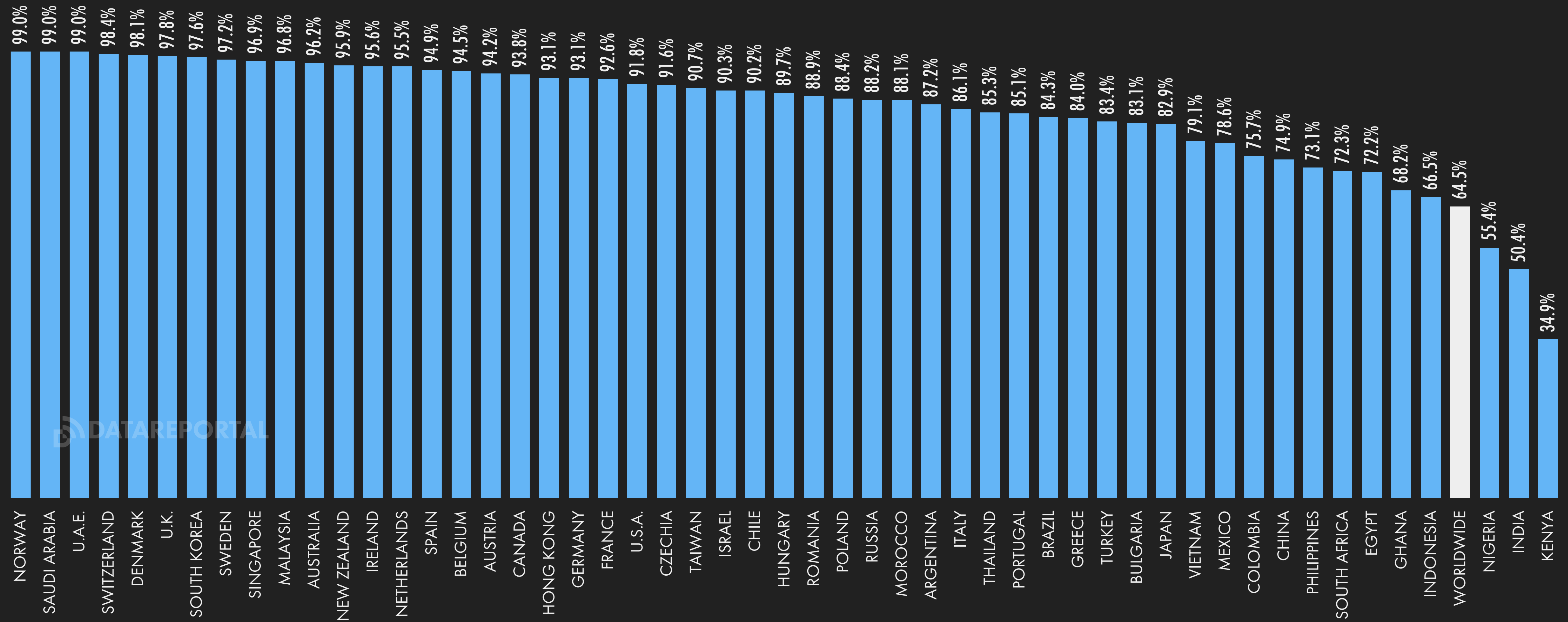
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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF **TOTAL POPULATION**



GLOBAL OVERVIEW



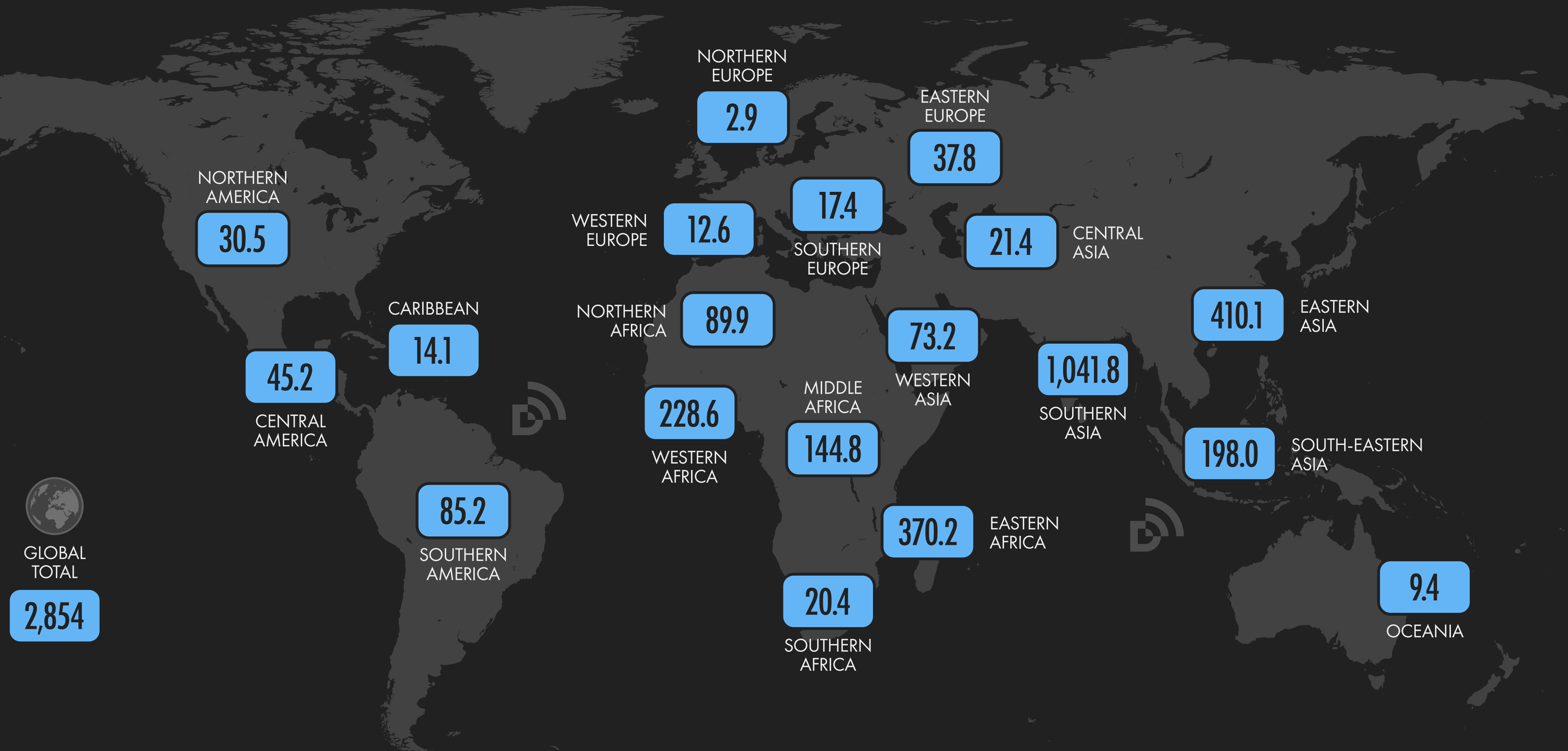
DATA REPORTAL

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UNCONNECTED POPULATIONS

NUMBER OF INDIVIDUALS (IN MILLIONS) WHO DO **NOT** USE THE INTERNET

GLOBAL OVERVIEW



GLOBAL
TOTAL

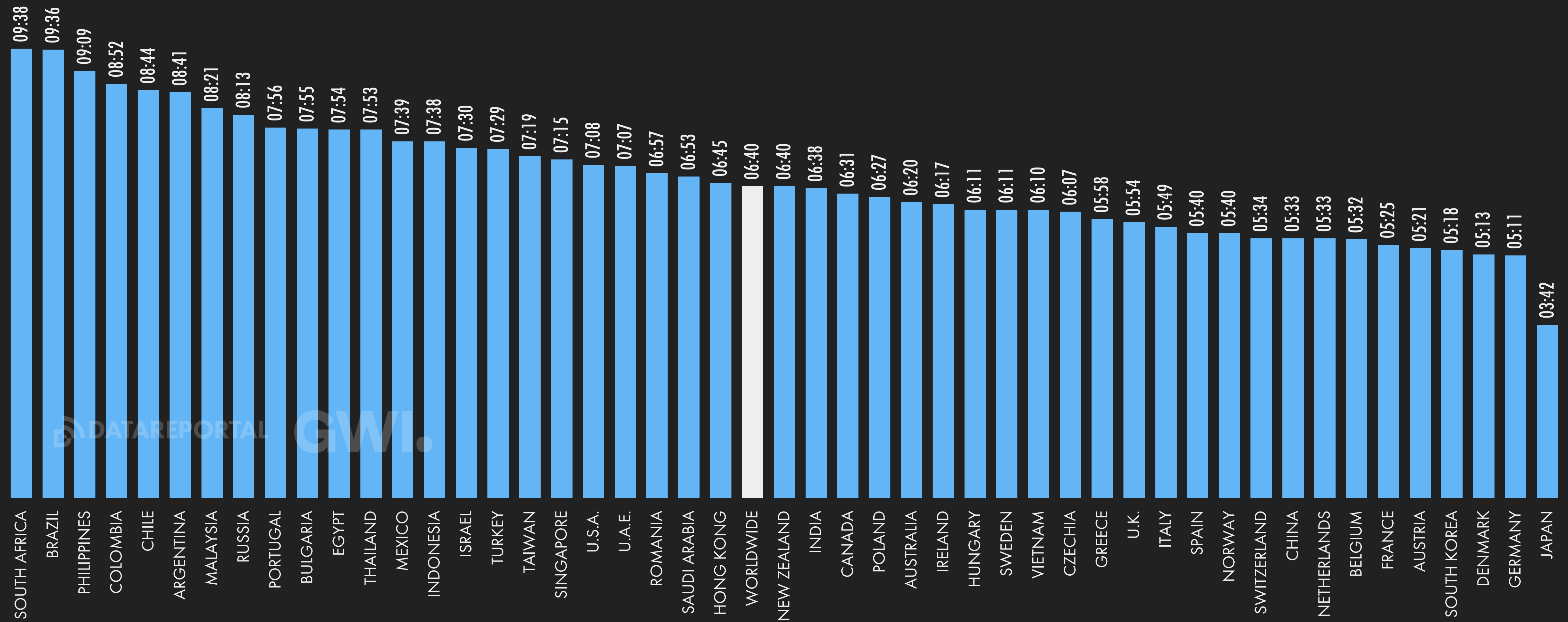
2,854

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DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT **INTERNET USERS AGED 16 TO 64** SPEND USING THE INTERNET EACH DAY ON ANY DEVICE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

MOBILE
PHONE (ANY)



GWI.

95.3%

YEAR-ON-YEAR CHANGE
+3.1% (+290 BPS)

LAPTOP OR
DESKTOP (ANY)



Meltwater

63.4%

YEAR-ON-YEAR CHANGE
-5.1% (-340 BPS)

SMART
PHONE



GWI.

94.4%

YEAR-ON-YEAR CHANGE
+3.7% (+340 BPS)

FEATURE
PHONE



KEPIOS

3.7%

YEAR-ON-YEAR CHANGE
-27.5% (-140 BPS)

TABLET
DEVICE



25.7%

YEAR-ON-YEAR CHANGE
-8.9% (-250 BPS)

PERSONAL LAPTOP
OR DESKTOP



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57.9%

YEAR-ON-YEAR CHANGE
-4.0% (-240 BPS)

WORK LAPTOP
OR DESKTOP



GWI.

26.9%

YEAR-ON-YEAR CHANGE
-6.3% (-180 BPS)

CONNECTED
TELEVISION



GWI.

30.5%

YEAR-ON-YEAR CHANGE
-4.1% (-130 BPS)

SMART HOME
DEVICE



GWI.

14.3%

YEAR-ON-YEAR CHANGE
-4.7% (-70 BPS)

GAMES
CONSOLE



11.3%

YEAR-ON-YEAR CHANGE
-11.7% (-150 BPS)

SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE. **COMPARABILITY:** CHANGES TO GWI'S SURVEY METHODOLOGY IN Q4 2022 MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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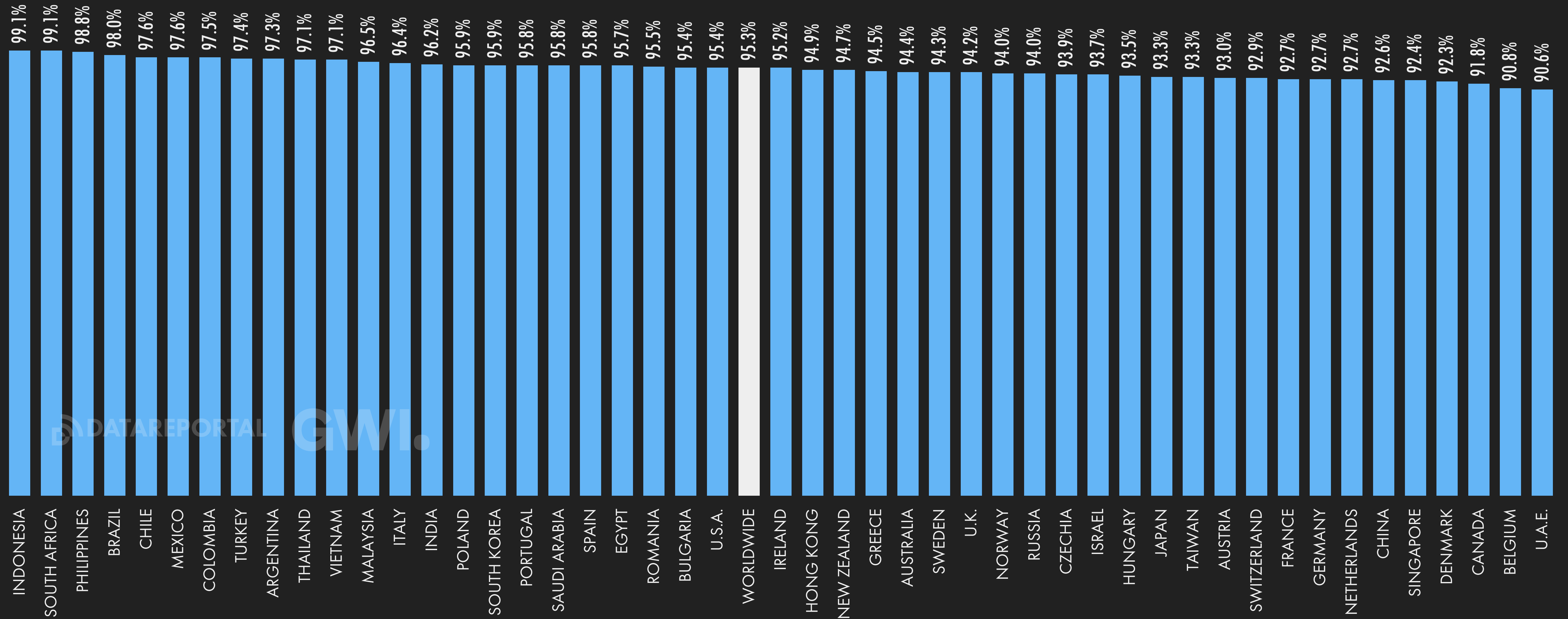
USING MOBILE PHONES TO ACCESS THE INTERNET

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE A SMARTPHONE OR A FEATURE PHONE TO ACCESS THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** USERS MAY ALSO USE OTHER DEVICES TO ACCESS THE INTERNET. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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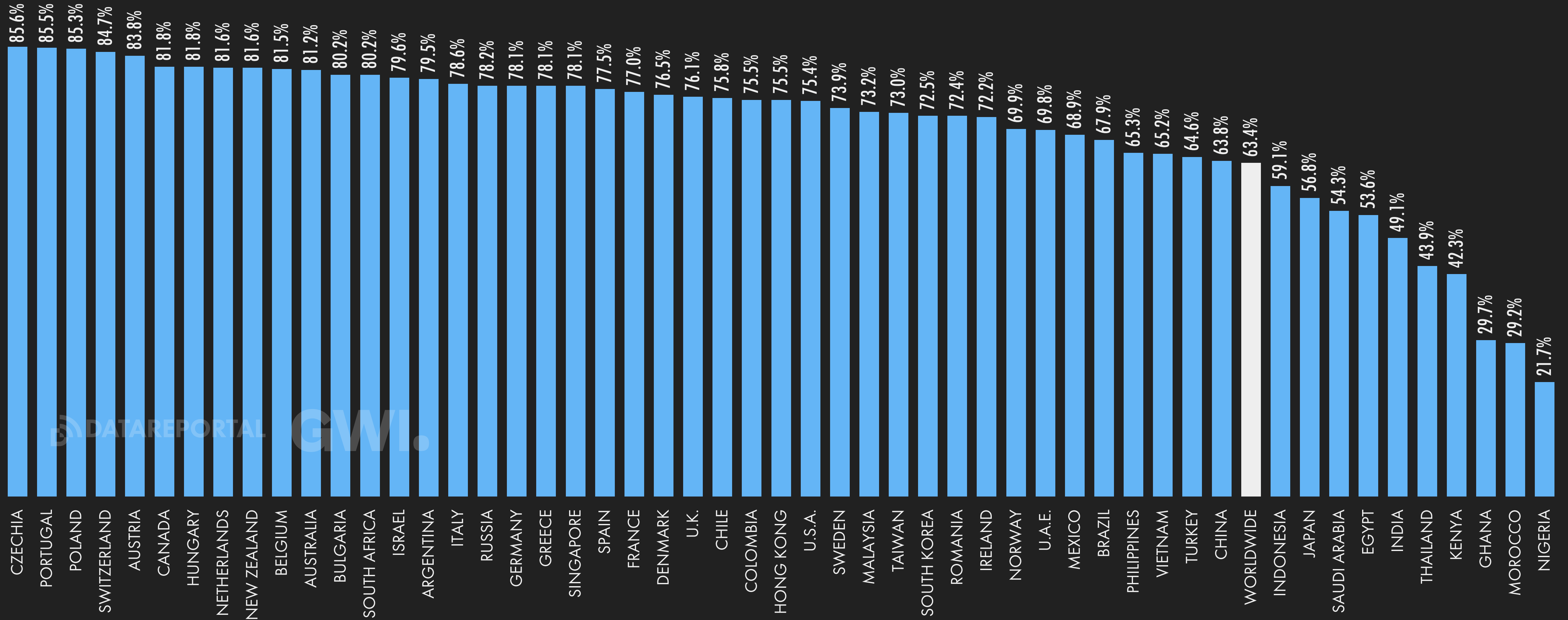
USING COMPUTERS TO ACCESS THE INTERNET

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE A LAPTOP OR A DESKTOP COMPUTER TO ACCESS THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** INCLUDES USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR COMPUTER OF THEIR OWN, AS WELL AS USERS WHO ACCESS THE INTERNET VIA A LAPTOP OR DESKTOP COMPUTER PROVIDED BY THEIR PLACE OF WORK. USERS MAY ALSO USE OTHER DEVICES TO ACCESS THE INTERNET. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



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DOWNLOAD (MBPS)

42.30

UPLOAD (MBPS)

10.30

LATENCY (MS)

28

YEAR-ON-YEAR CHANGE IN
MEDIAN SPEED OF MOBILE
INTERNET CONNECTIONS



OOKLA

DOWNLOAD

+39.3%

UPLOAD

+19.9%

LATENCY

-3.4%

MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



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DOWNLOAD (MBPS)

79.28

UPLOAD (MBPS)

35.54

LATENCY (MS)

9

YEAR-ON-YEAR CHANGE IN
MEDIAN SPEED OF FIXED
INTERNET CONNECTIONS



DOWNLOAD

+22.5%

UPLOAD

+28.1%

LATENCY

-10.0%

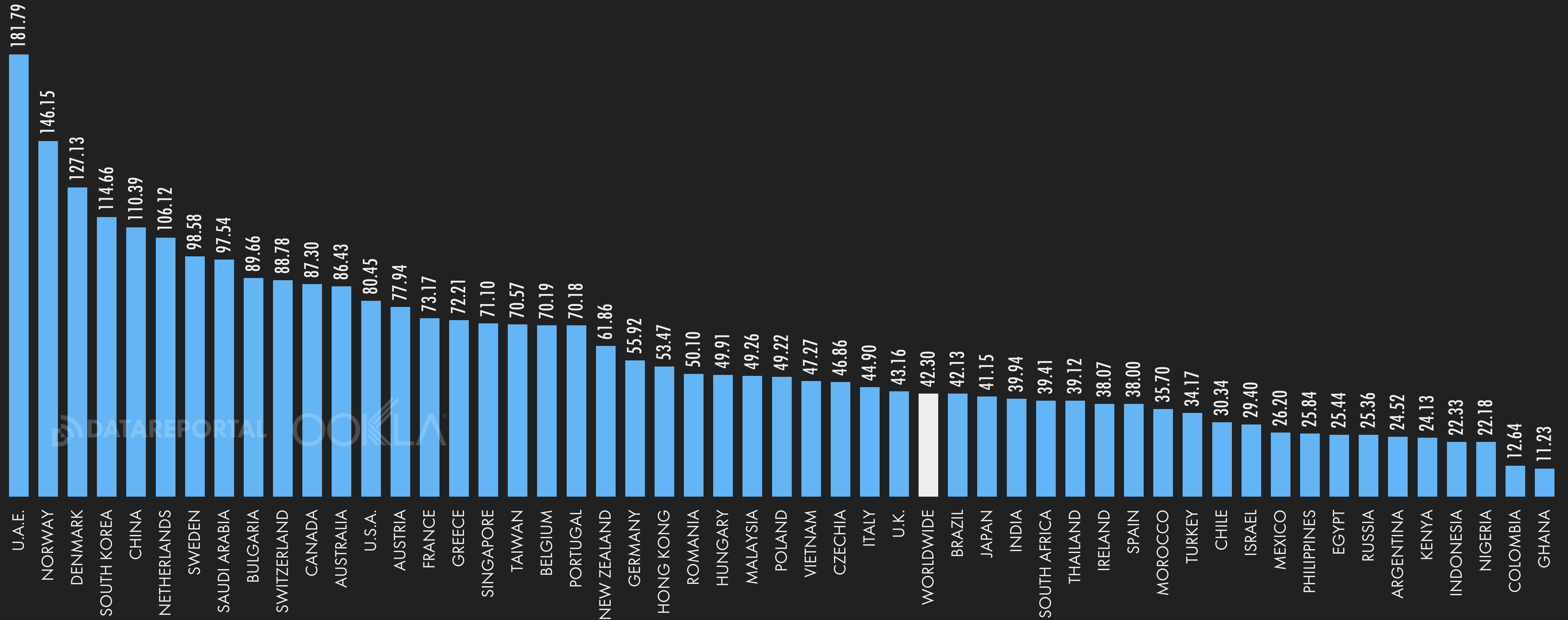
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MOBILE INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



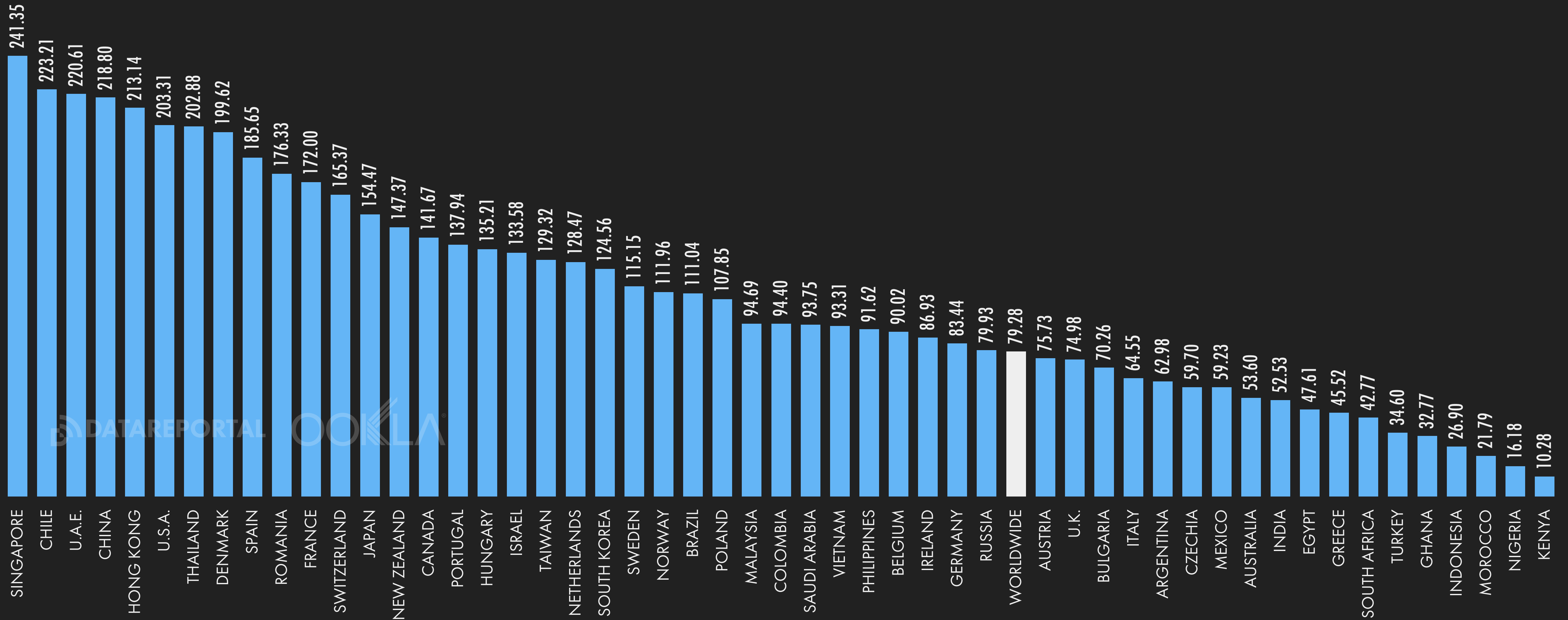
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FIXED INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



GLOBAL OVERVIEW



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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

FINDING INFORMATION

59.2%

STAYING IN TOUCH WITH FRIENDS AND FAMILY

54.8%

KEEPING UP TO DATE WITH NEWS AND EVENTS

50.3%

WATCHING VIDEOS, TV SHOWS OR MOVIES

50.2%

RESEARCHING HOW TO DO THINGS

48.1%

FINDING NEW IDEAS OR INSPIRATION

44.8%

ACCESSING AND LISTENING TO MUSIC

43.7%

RESEARCHING PRODUCTS AND BRANDS

43.2%

FILLING UP SPARE TIME AND GENERAL BROWSING

41.0%

EDUCATION AND STUDY-RELATED PURPOSES

38.1%

RESEARCHING PLACES, VACATIONS AND TRAVEL

36.3%

RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS

34.5%

MANAGING FINANCES AND SAVINGS

33.7%

BUSINESS-RELATED RESEARCH

29.1%

GAMING

28.9%

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS IN EACH AGE GROUP USE THE INTERNET

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

16 TO 24 YEARS OLD	25 TO 34 YEARS OLD	35 TO 44 YEARS OLD	45 TO 54 YEARS OLD	55 TO 64 YEARS OLD
FIND INFORMATION58.6%	FIND INFORMATION55.6%	FIND INFORMATION58.6%	FIND INFORMATION61.1%	FIND INFORMATION67.0%
CONTACT FRIENDS & FAMILY56.8%	CONTACT FRIENDS & FAMILY53.6%	CONTACT FRIENDS & FAMILY53.7%	CONTACT FRIENDS & FAMILY54.4%	FOLLOW NEWS & EVENTS58.3%
WATCH VIDEOS & SHOWS55.6%	WATCH VIDEOS & SHOWS51.1%	FOLLOW NEWS & EVENTS50.9%	FOLLOW NEWS & EVENTS53.3%	CONTACT FRIENDS & FAMILY55.9%
LISTEN TO MUSIC52.4%	FOLLOW NEWS & EVENTS48.2%	WATCH VIDEOS & SHOWS49.8%	LEARN HOW TO DO THINGS49.5%	LEARN HOW TO DO THINGS51.1%
EDUCATION & STUDY50.9%	FIND NEW IDEAS46.3%	LEARN HOW TO DO THINGS47.1%	WATCH VIDEOS & SHOWS47.0%	RESEARCH BRANDS46.6%
LEARN HOW TO DO THINGS48.5%	LEARN HOW TO DO THINGS46.3%	FIND NEW IDEAS44.7%	RESEARCH BRANDS44.2%	WATCH VIDEOS & SHOWS42.2%
FIND NEW IDEAS48.1%	LISTEN TO MUSIC44.9%	RESEARCH BRANDS43.4%	FIND NEW IDEAS41.5%	RESEARCH PLACES & TRAVEL40.8%
FOLLOW NEWS & EVENTS45.9%	RESEARCH BRANDS42.6%	LISTEN TO MUSIC41.4%	FILL SPARE TIME & BROWSING40.2%	RESEARCH HEALTH40.0%
FILL SPARE TIME & BROWSING45.0%	FILL SPARE TIME & BROWSING40.2%	FILL SPARE TIME & BROWSING39.5%	LISTEN TO MUSIC38.6%	FILL SPARE TIME & BROWSING39.2%
RESEARCH BRANDS41.1%	EDUCATION & STUDY38.3%	RESEARCH PLACES & TRAVEL36.6%	RESEARCH PLACES & TRAVEL37.7%	FIND NEW IDEAS39.2%

SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](#) FOR FULL DETAILS. COMPARABILITY: STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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2023

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF **TOTAL WEB PAGES** SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MOBILE
PHONES



55.50%

YEAR-ON-YEAR CHANGE

-7.1%

-422 BPS

LAPTOP AND
DESKTOP COMPUTERS



41.92%

YEAR-ON-YEAR CHANGE

+10.4%

+394 BPS

TABLET
DEVICES



1.91%

YEAR-ON-YEAR CHANGE

-15.9%

-36 BPS

OTHER
DEVICES



0.67%

YEAR-ON-YEAR CHANGE

+2,133.3%

+64 BPS

JUL
2023

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF **TOTAL WEB PAGES** SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



CHROME



62.58%

YEAR-ON-YEAR CHANGE

-5.0% (-329 BPS)

SAFARI



20.47%

YEAR-ON-YEAR CHANGE

+10.0% (+186 BPS)

MICROSOFT EDGE



5.27%

YEAR-ON-YEAR CHANGE

+27.6% (+114 BPS)

OPERA



3.21%

YEAR-ON-YEAR CHANGE

+52.1% (+110 BPS)

FIREFOX



2.81%

YEAR-ON-YEAR CHANGE

-13.8% (-45 BPS)

SAMSUNG INTERNET



2.39%

YEAR-ON-YEAR CHANGE

-16.7% (-48 BPS)

UC BROWSER

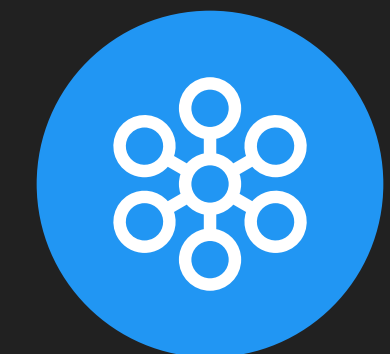


1.02%

YEAR-ON-YEAR CHANGE

+43.7% (+31 BPS)

OTHER



2.25%

YEAR-ON-YEAR CHANGE

-7.8% (-19 BPS)

we
are
social

KEPIOS

Meltwater



Meltwater

we
are
social

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN JUNE 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

JUL
2023

TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE **PAST MONTH**

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

CHAT AND MESSAGING

94.5%

SOCIAL NETWORKS

94.1%

SEARCH ENGINES OR WEB PORTALS

80.4%

SHOPPING, AUCTIONS, OR CLASSIFIEDS

74.5%

MAPS, PARKING, OR LOCATION-BASED SERVICES

53.8%

EMAIL

49.0%

MUSIC

46.5%

WEATHER

40.4%

NEWS

40.1%

ENTERTAINMENT

39.6%

GAMES

32.3%

MOBILITY SERVICES (E.G. RIDE-HAILING, BIKE HIRE)

28.2%

BANKING, INVESTING, OR INSURANCE

27.0%

SPORTS

25.9%

TRAVEL

23.3%

DATA REPORTAL GWI.

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2023

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN MAY 2023



GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	88.1B	3.26B	10M 50S	8.78
02	YOUTUBE.COM	33.4B	2.01B	20M 32S	11.57
03	FACEBOOK.COM	17.4B	1.51B	10M 38S	8.62
04	TWITTER.COM	6.58B	957M	10M 46S	10.20
05	INSTAGRAM.COM	6.57B	1.10B	8M 22S	10.93
06	BAIDU.COM	5.33B	267M	5M 08S	8.23
07	WIKIPEDIA.ORG	4.66B	1.04B	3M 56S	3.07
08	YANDEX.RU	3.44B	222M	9M 19S	9.29
09	YAHOO.COM	3.32B	409M	8M 24S	5.63
10	WHATSAPP.COM	3.08B	474M	18M 13S	1.69

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	XVIDEOS.COM	2.92B	392M	8M 31S	8.99
12	PORNHUB.COM	2.68B	408M	7M 39S	8.57
13	XNXX.COM	2.35B	297M	6M 37S	11.06
14	AMAZON.COM	2.35B	449M	7M 10S	9.30
15	TIKTOK.COM	2.11B	762M	3M 37S	7.32
16	LIVE.COM	2.07B	290M	8M 07S	8.68
17	OPENAI.COM	1.86B	295M	4M 32S	4.81
18	YAHOO.CO.JP	1.80B	80.5M	9M 09S	6.38
19	DOCOMO.NE.JP	1.76B	88.2M	5M 41S	4.73
20	REDDIT.COM	1.73B	248M	8M 41S	6.30

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC IN MAY 2023. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

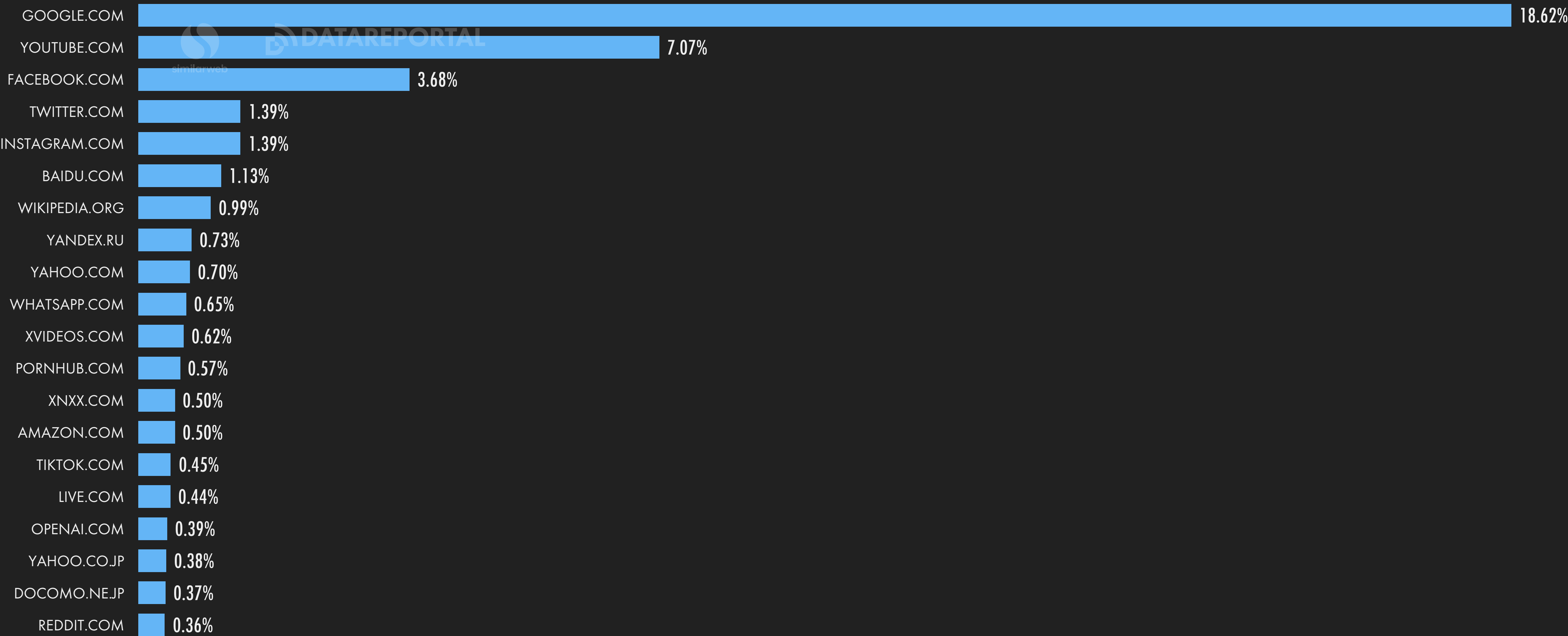
JUL
2023

SHARE OF TRAFFIC TO TOP 10,000 WEBSITES

TRAFFIC TO EACH WEBSITE AS A PERCENTAGE OF TOTAL, COMBINED VISITS TO THE WORLD'S 10,000 MOST VISITED WEB DOMAINS



GLOBAL OVERVIEW



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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

GLOBAL OVERVIEW

GOOGLE



92.64%

YEAR-ON-YEAR CHANGE

+0.8% (+78 BPS)

BING



2.77%

YEAR-ON-YEAR CHANGE

-13.4% (-43 BPS)

YANDEX



1.17%

YEAR-ON-YEAR CHANGE

-23.0% (-35 BPS)

YAHOO!



1.09%

YEAR-ON-YEAR CHANGE

-17.4% (-23 BPS)

BAIDU



0.84%

YEAR-ON-YEAR CHANGE

+9.1% (+7 BPS)

DUCKDUCKGO



0.51%

YEAR-ON-YEAR CHANGE

-20.3% (-13 BPS)

CỐC CỐC



0.26%

YEAR-ON-YEAR CHANGE

+271% (+19 BPS)

NAVER



0.21%

YEAR-ON-YEAR CHANGE

+23.5% (+4 BPS)

SOGOU



0.19%

YEAR-ON-YEAR CHANGE

+280% (+14 BPS)

OTHERS



0.32%

YEAR-ON-YEAR CHANGE

-20.0% (-8 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN JUNE 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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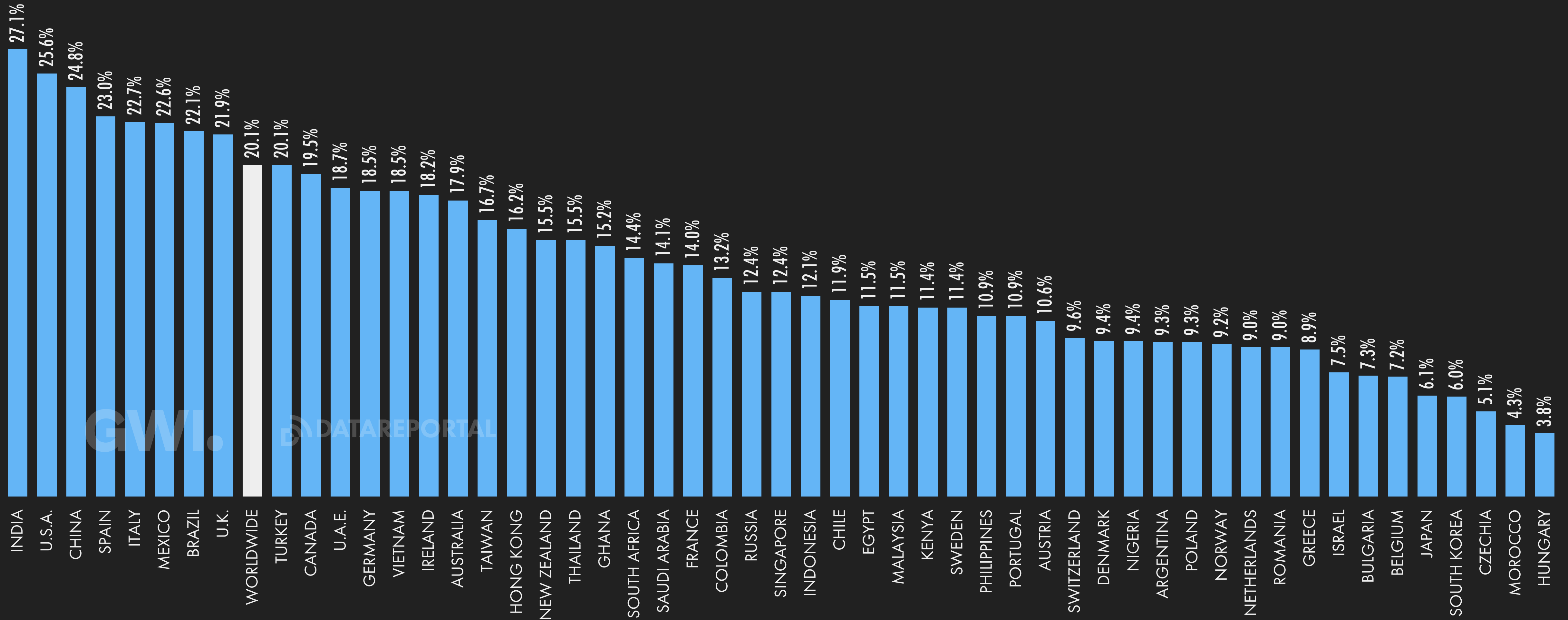
USE OF VOICE ASSISTANTS TO FIND INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE VOICE ASSISTANTS (E.G. SIRI, ALEXA) TO FIND INFORMATION EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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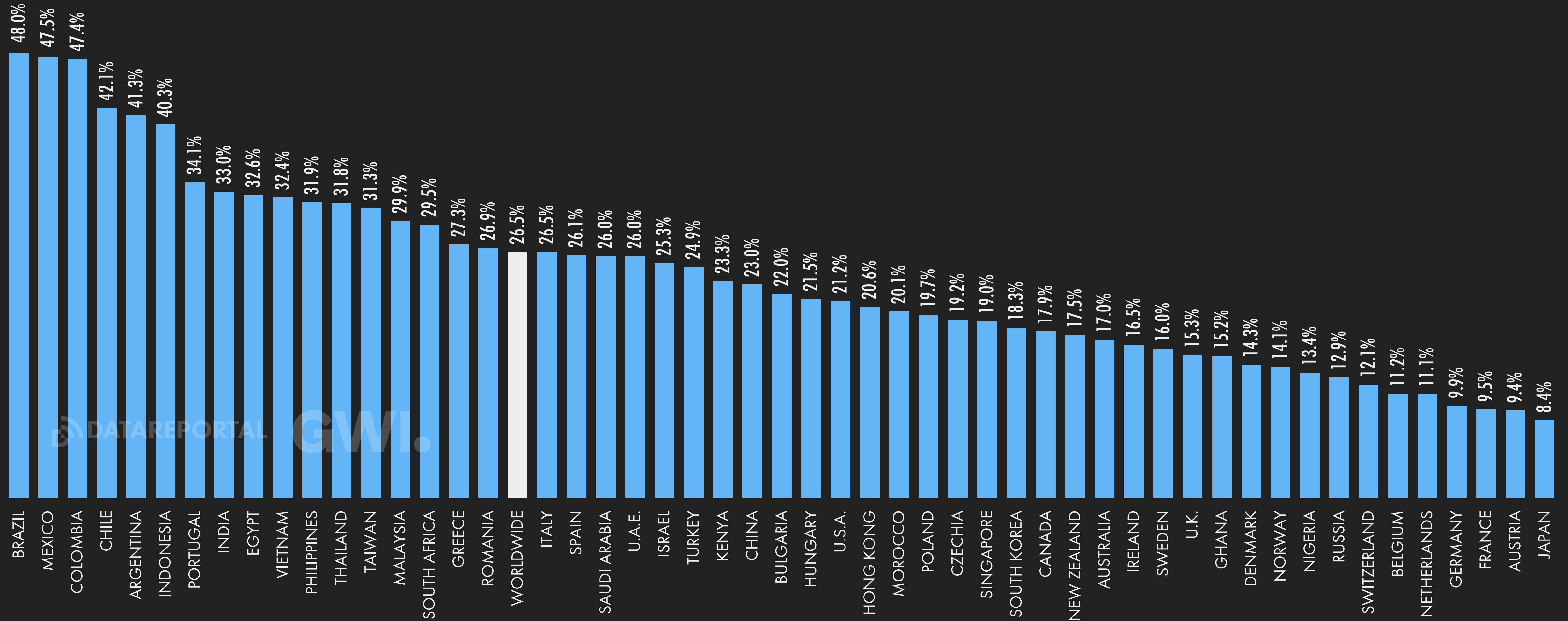
USE OF IMAGE RECOGNITION TOOLS ON MOBILE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE IMAGE RECOGNITION TOOLS (E.G. SEARCH 'LENSES') ON THEIR MOBILE EACH MONTH

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GLOBAL OVERVIEW



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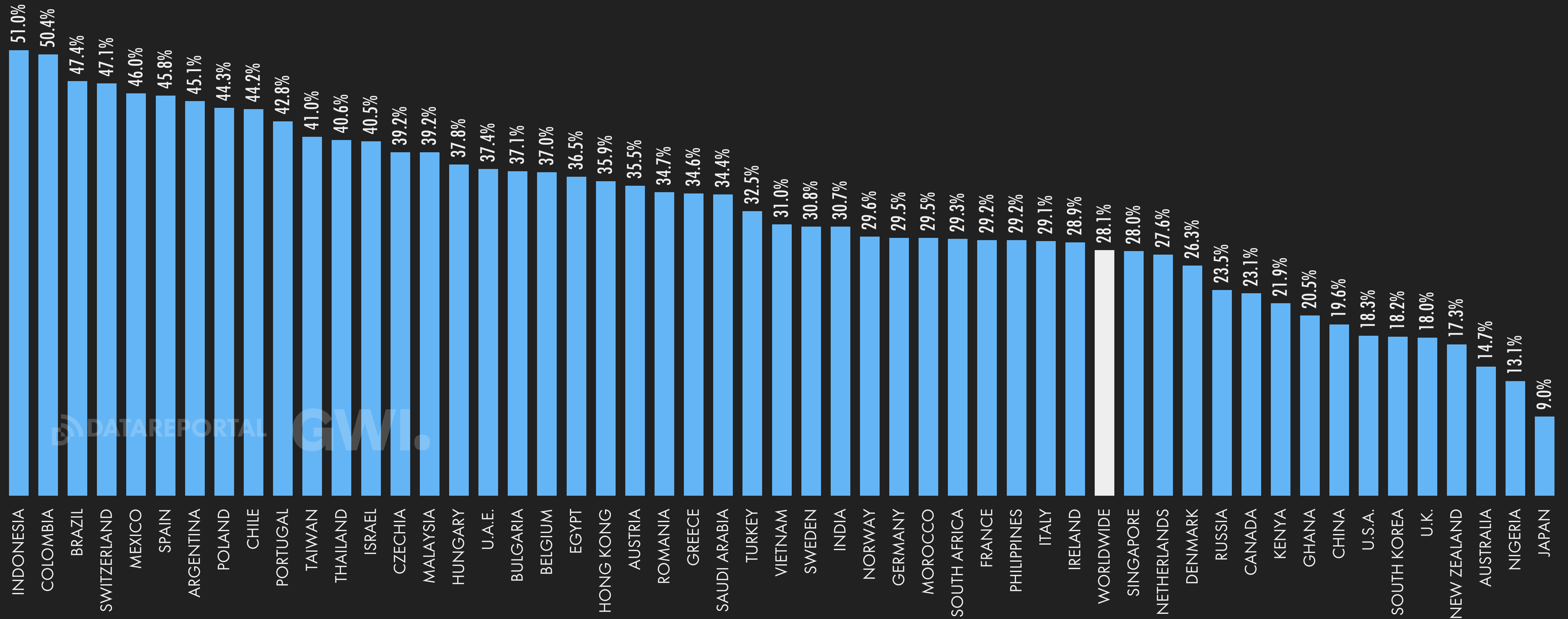
USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES **EACH WEEK**

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

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GLOBAL OVERVIEW

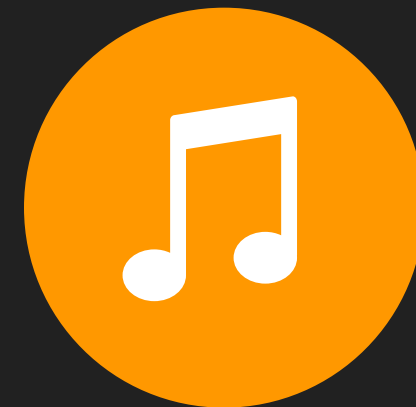
ANY KIND
OF VIDEO



GWI.

92.0%

MUSIC
VIDEO



KEPIOS

48.9%

COMEDY, MEME,
OR VIRAL VIDEO



GWI.

34.7%

TUTORIAL OR
HOW-TO VIDEO



we
are
social

25.9%

VIDEO
LIVESTREAM



27.4%

EDUCATIONAL
VIDEO



Meltwater

25.6%

PRODUCT
REVIEW VIDEO



GWI.

24.7%

SPORTS CLIP OR
HIGHLIGHTS VIDEO



25.7%

GAMING
VIDEO



GWI.

23.1%

INFLUENCER
VIDEOS AND VLOGS



23.3%

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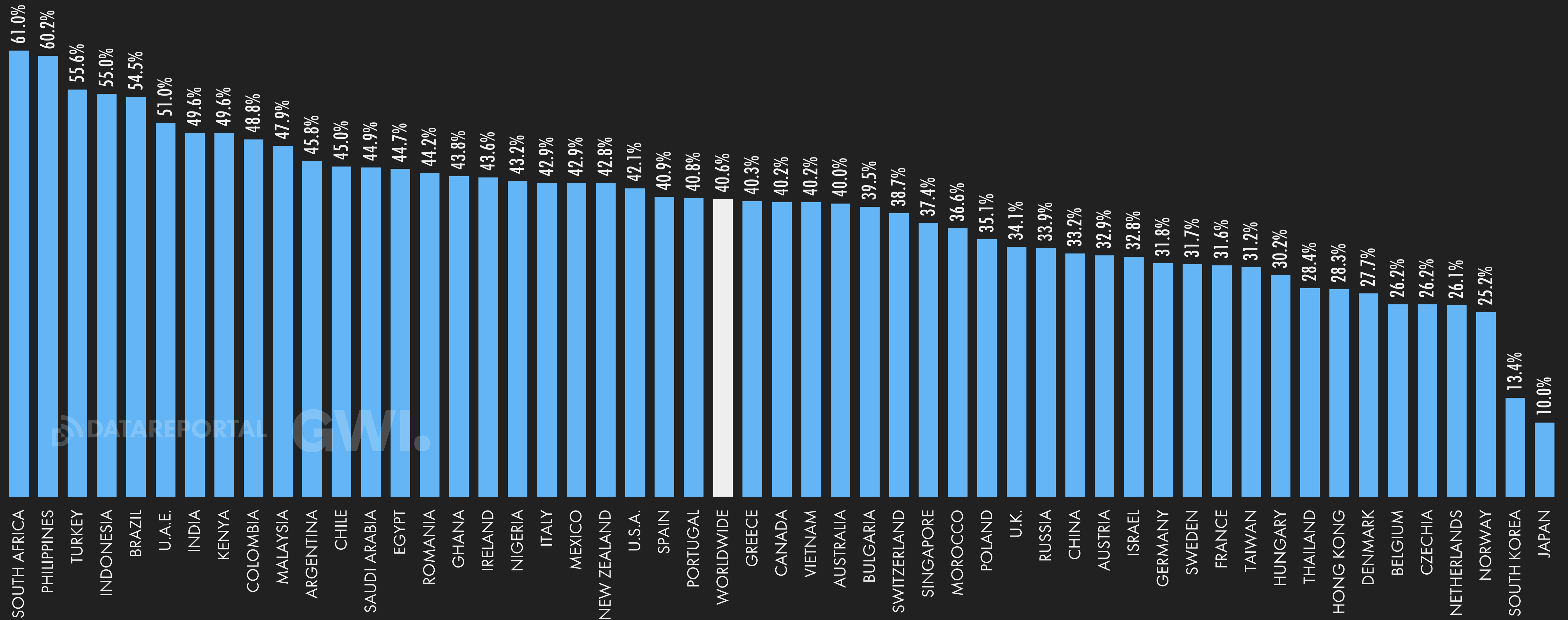
ONLINE VIDEO AS A SOURCE OF LEARNING

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO WATCH HOW-TO VIDEOS, TUTORIAL VIDEOS, OR EDUCATIONAL VIDEOS **EACH WEEK**

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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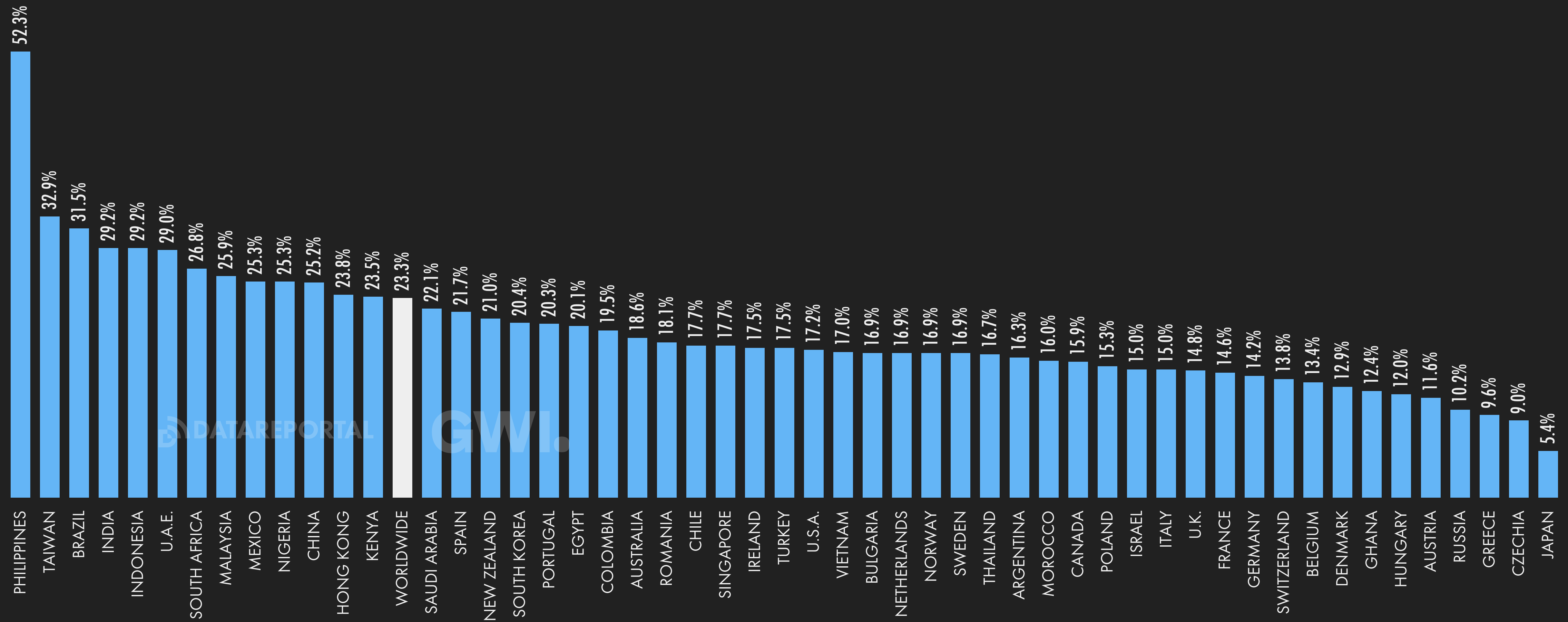
WATCHING VLOGS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH VLOGS EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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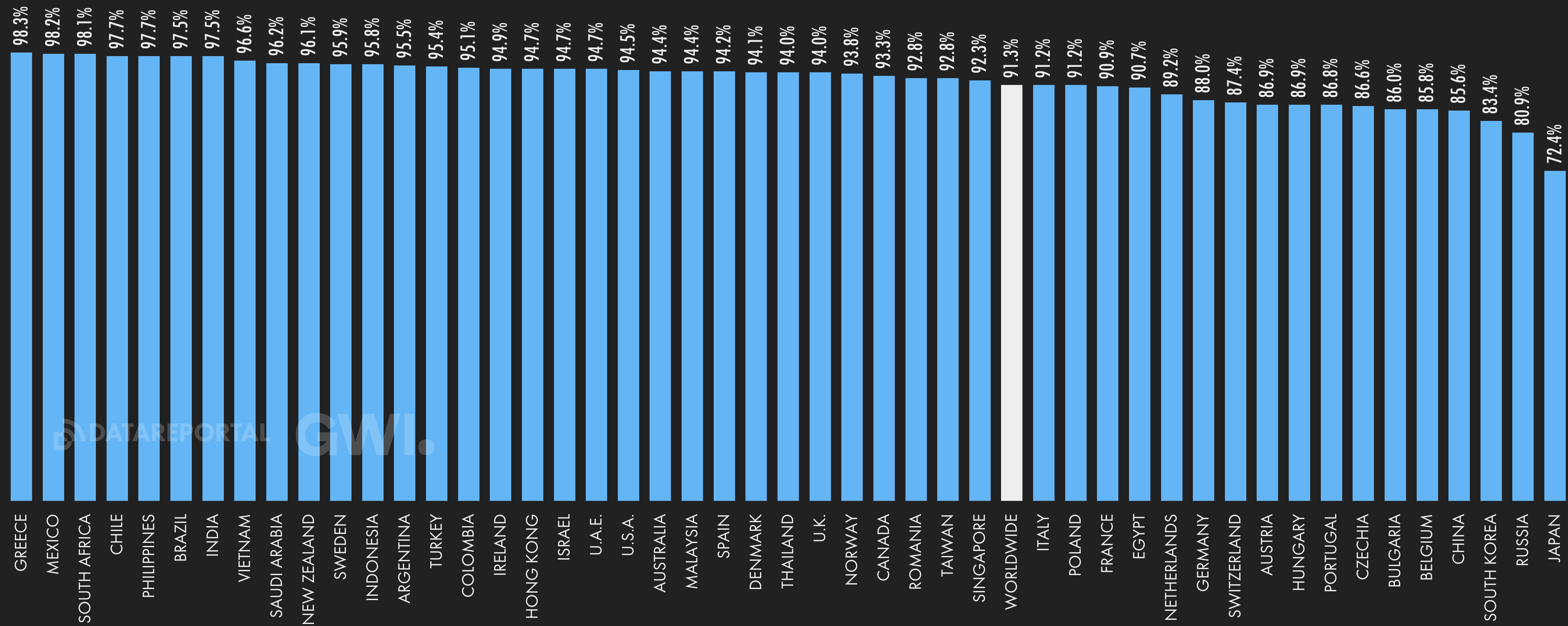
STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) **EACH MONTH**

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET **EACH WEEK**

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

LISTEN TO MUSIC
STREAMING SERVICES



GWI.

38.4%

LISTEN TO ONLINE RADIO
SHOWS OR STATIONS




Meltwater

19.0%

LISTEN TO
PODCASTS



we
are
social

20.2%

LISTEN TO
AUDIO BOOKS



17.5%

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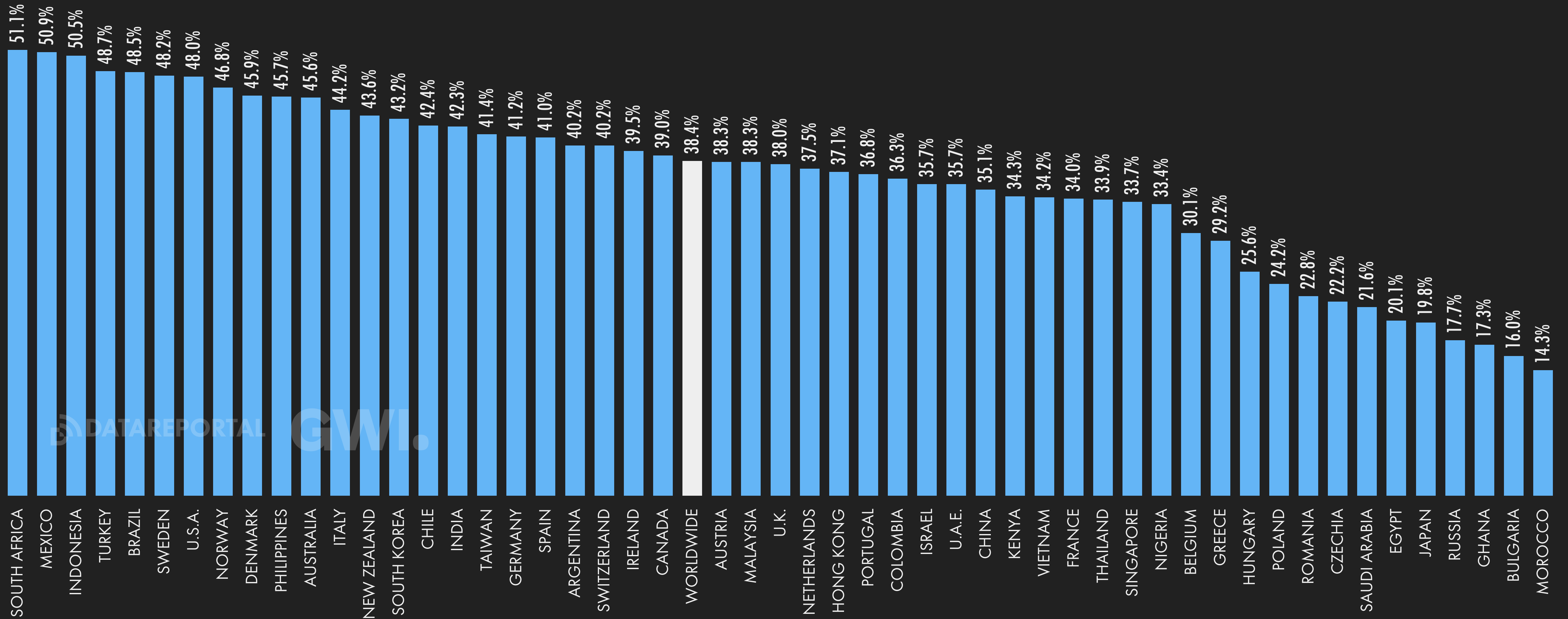
LISTENING TO STREAMING MUSIC

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO MUSIC STREAMING SERVICES EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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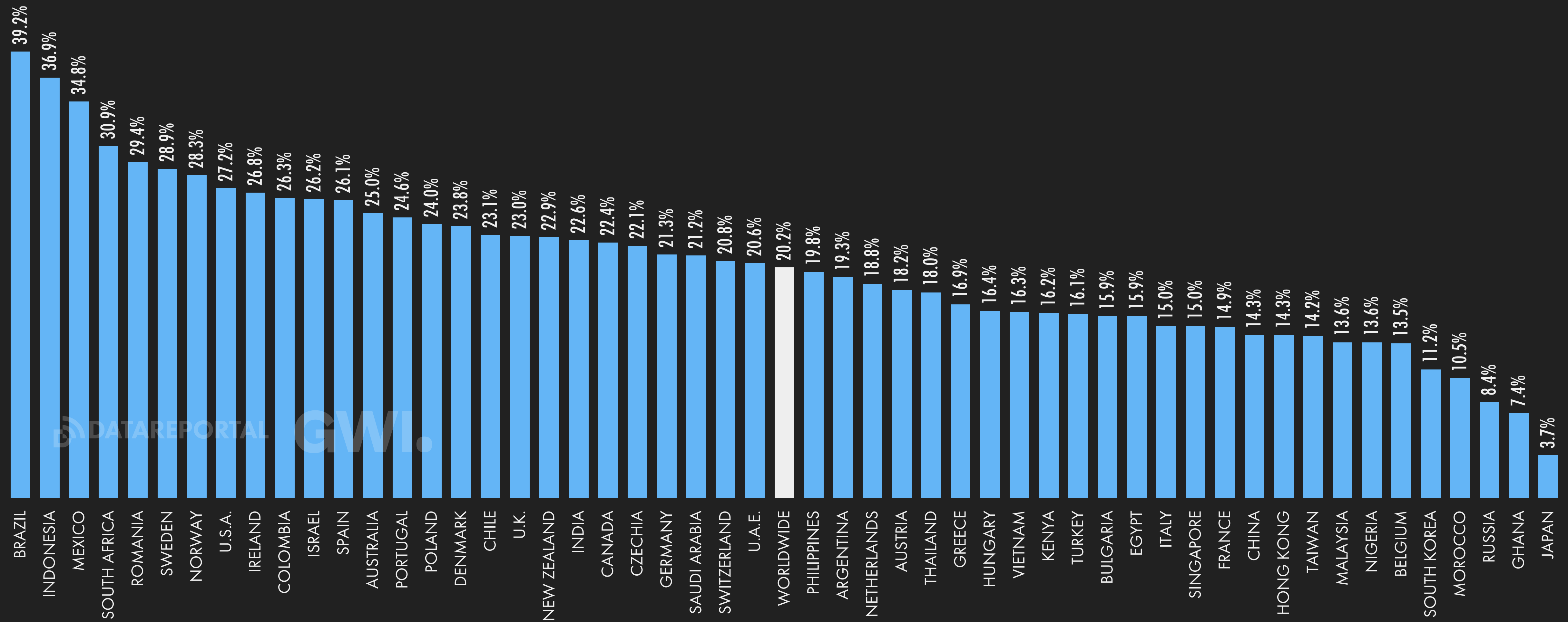
LISTENING TO PODCASTS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO PODCASTS EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



ANY DEVICE



GWI.

80.6%

SMARTPHONE



we
are
social

65.6%

LAPTOP OR DESKTOP



GWI.

34.5%

GAMES CONSOLE



23.2%

TABLET



Meltwater

14.3%

HAND-HELD GAMING DEVICE



GWI.

11.0%

MEDIA STREAMING DEVICE



KEPIOS

7.7%

VIRTUAL REALITY HEADSET



6.6%

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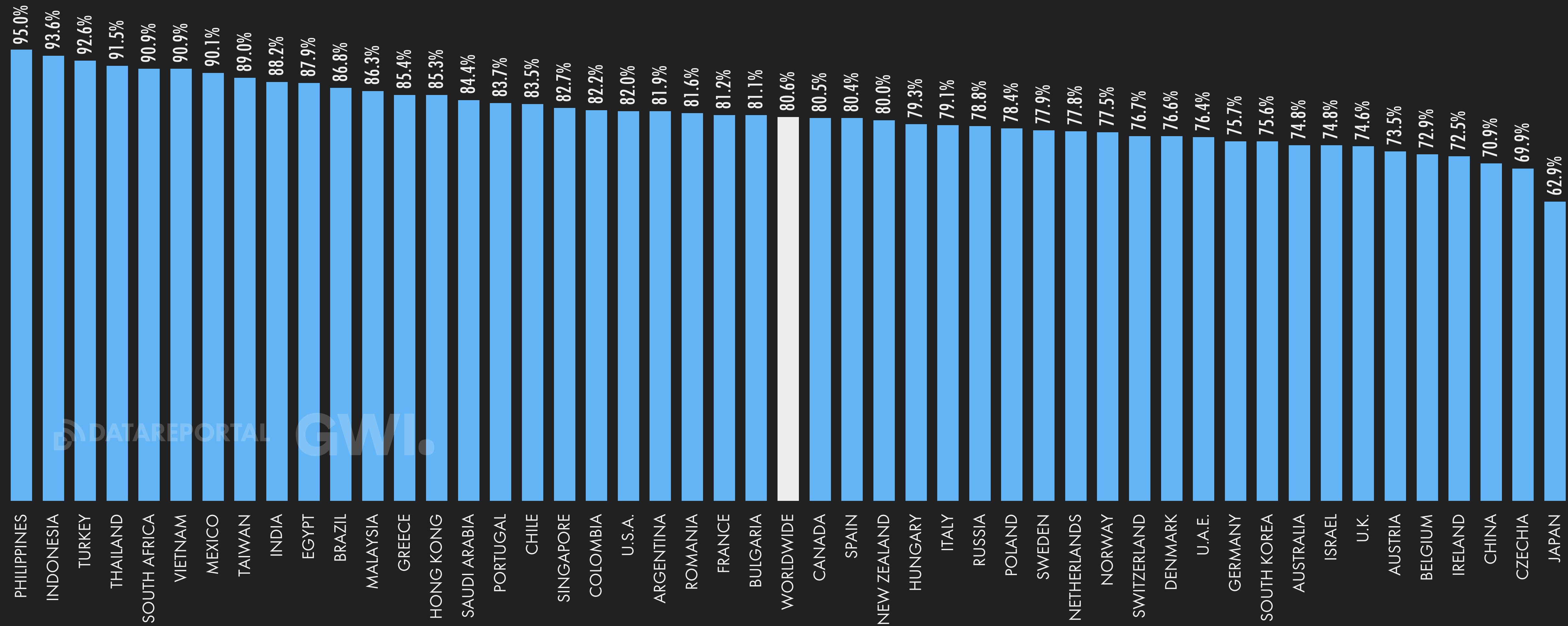
PLAYING VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON ANY DEVICE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

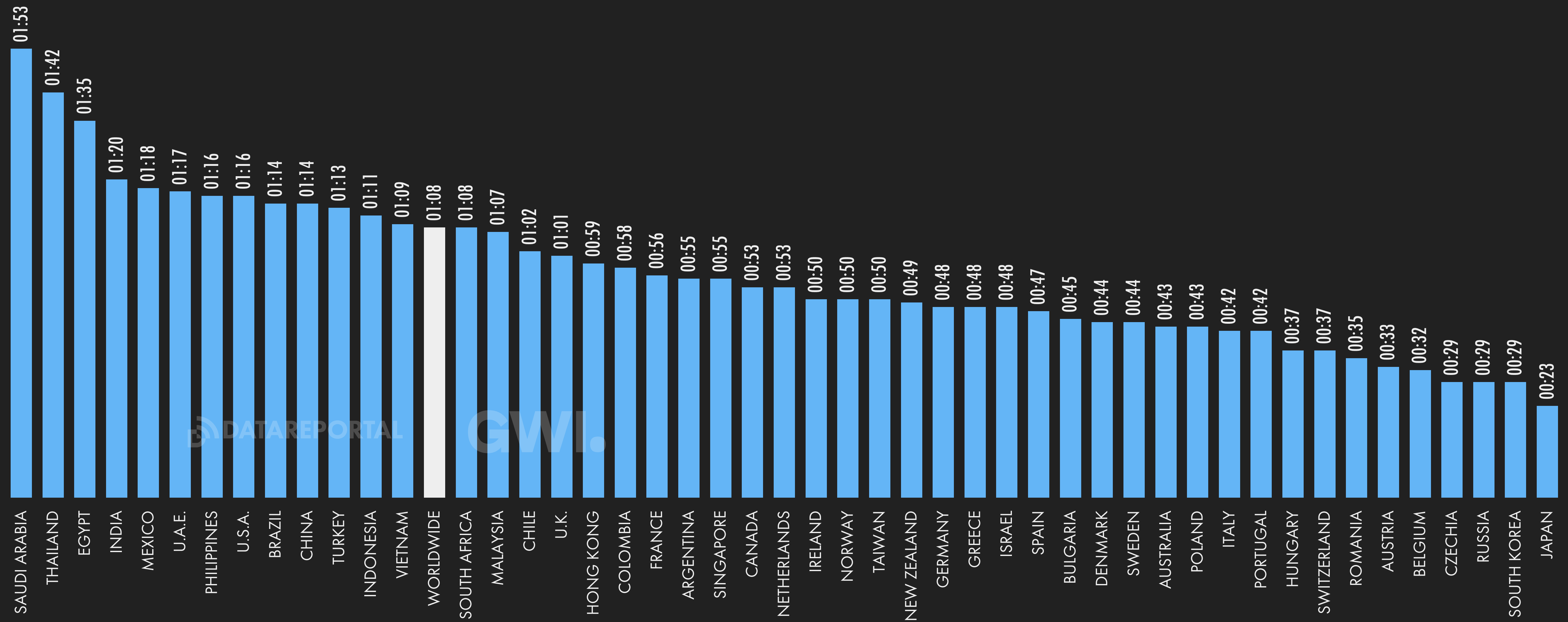


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DAILY TIME SPENT USING A GAMES CONSOLE

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT **INTERNET USERS AGED 16 TO 64** SPEND USING A GAMES CONSOLE EACH DAY

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



DATA REPORTAL GWI.

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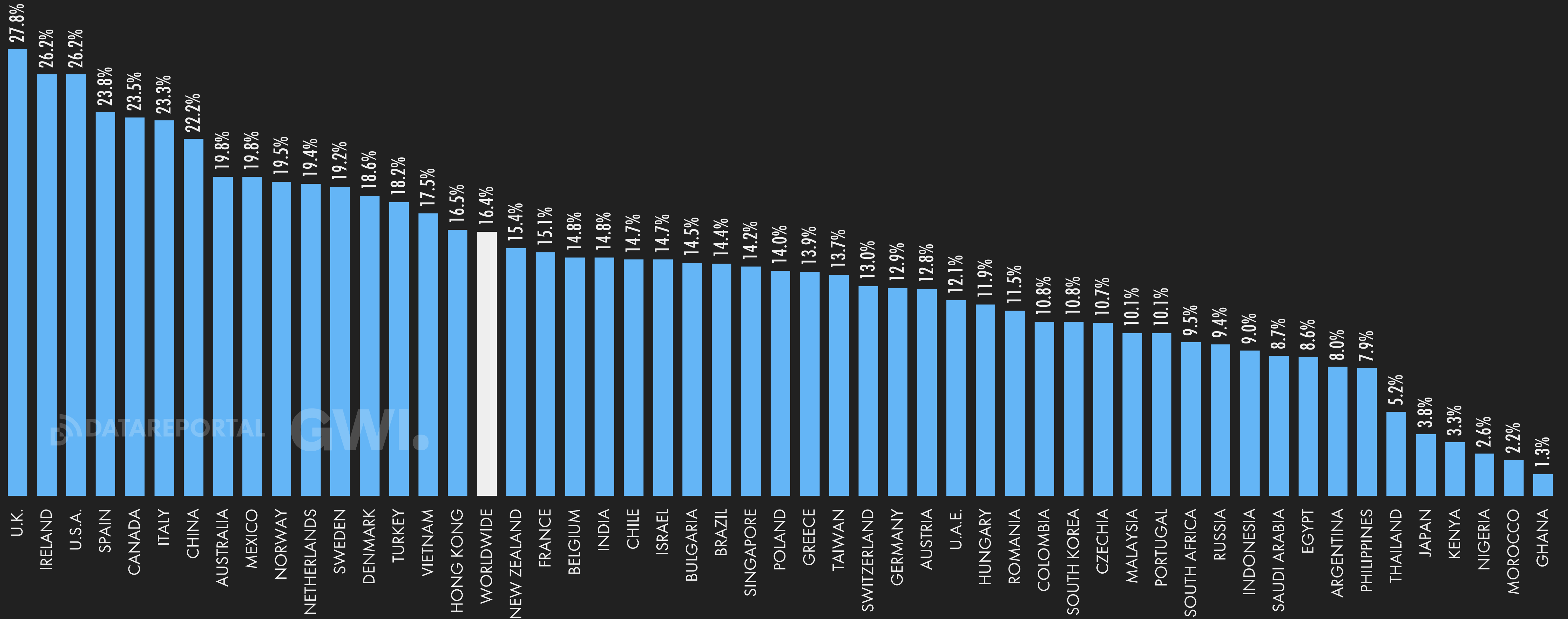
SMART HOME DEVICE OWNERSHIP

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO OWN SOME FORM OF SMART HOME DEVICE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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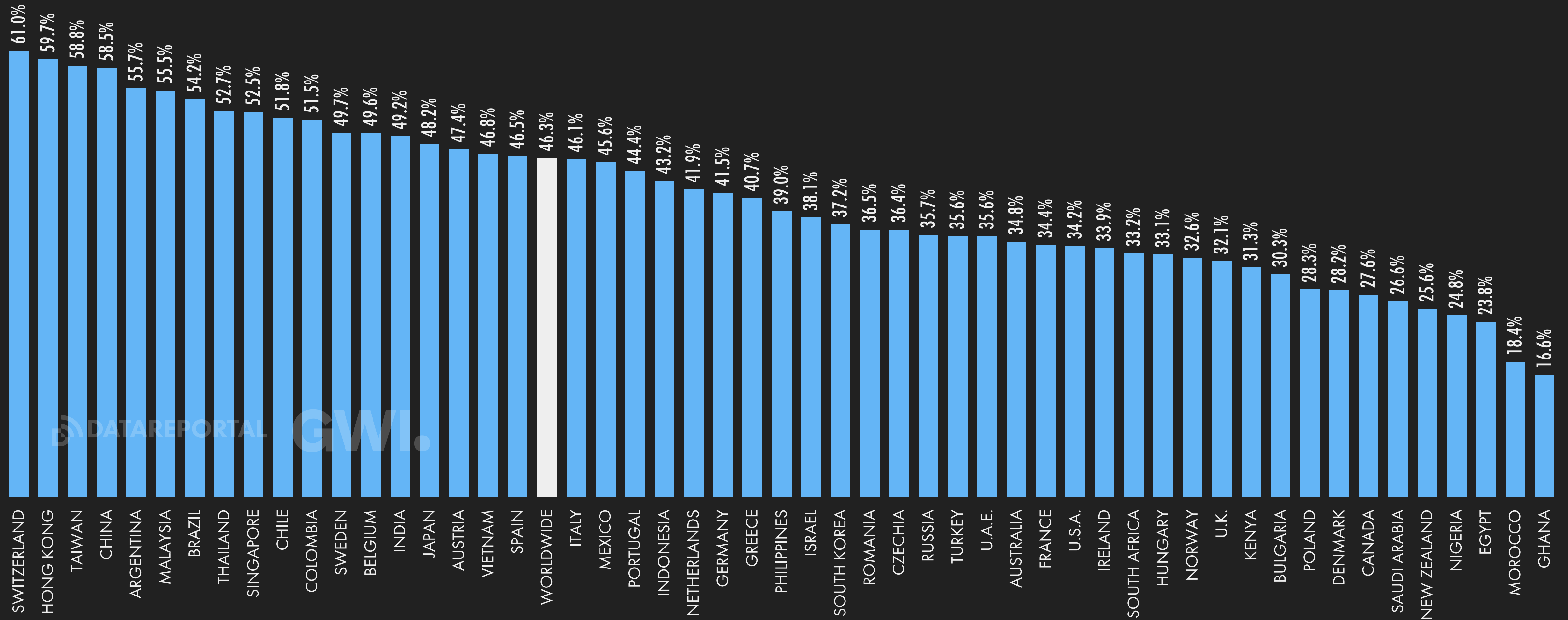
USE OF QR CODES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE OR SCAN QR CODES ON THEIR MOBILE EACH MONTH

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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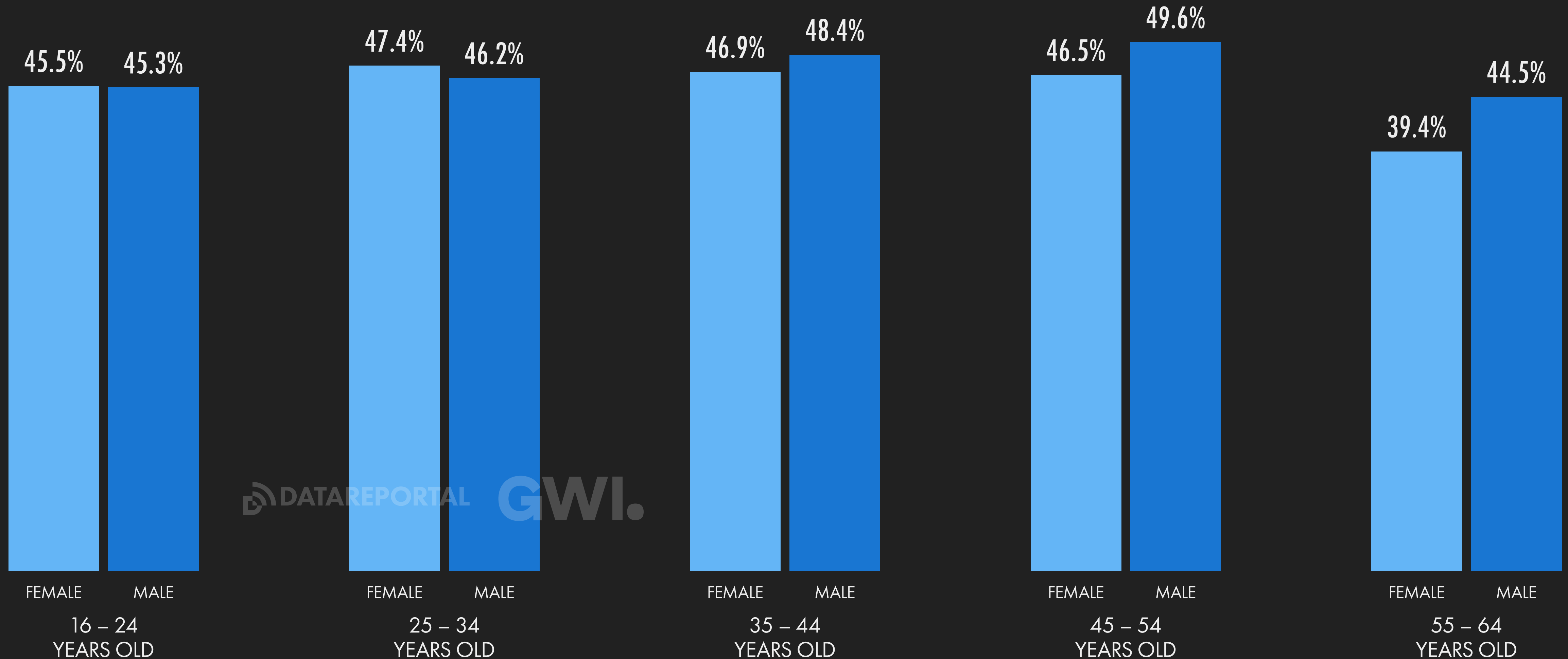
USE OF QR CODES

PERCENTAGE OF **INTERNET USERS** WHO USE OR SCAN QR CODES ON THEIR MOBILE **EACH MONTH**

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL GWI.

SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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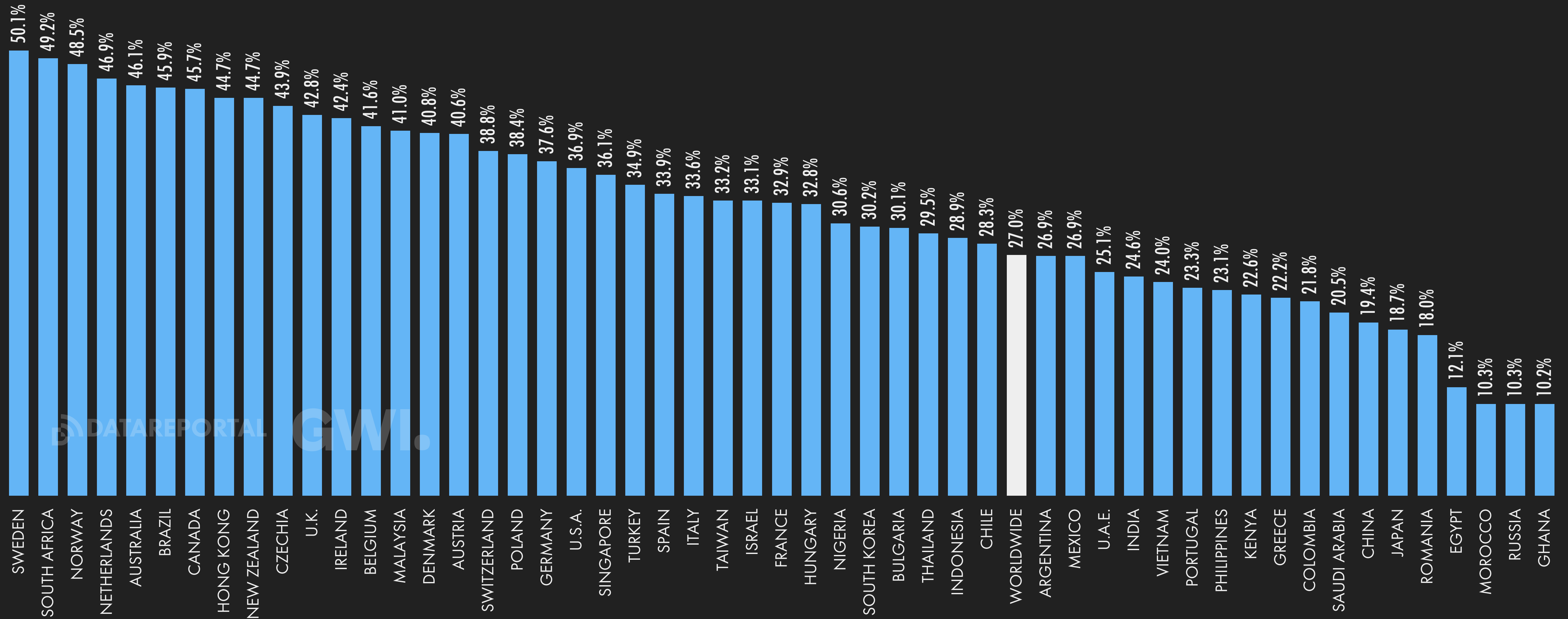
USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR APP **EACH MONTH**

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



JUL
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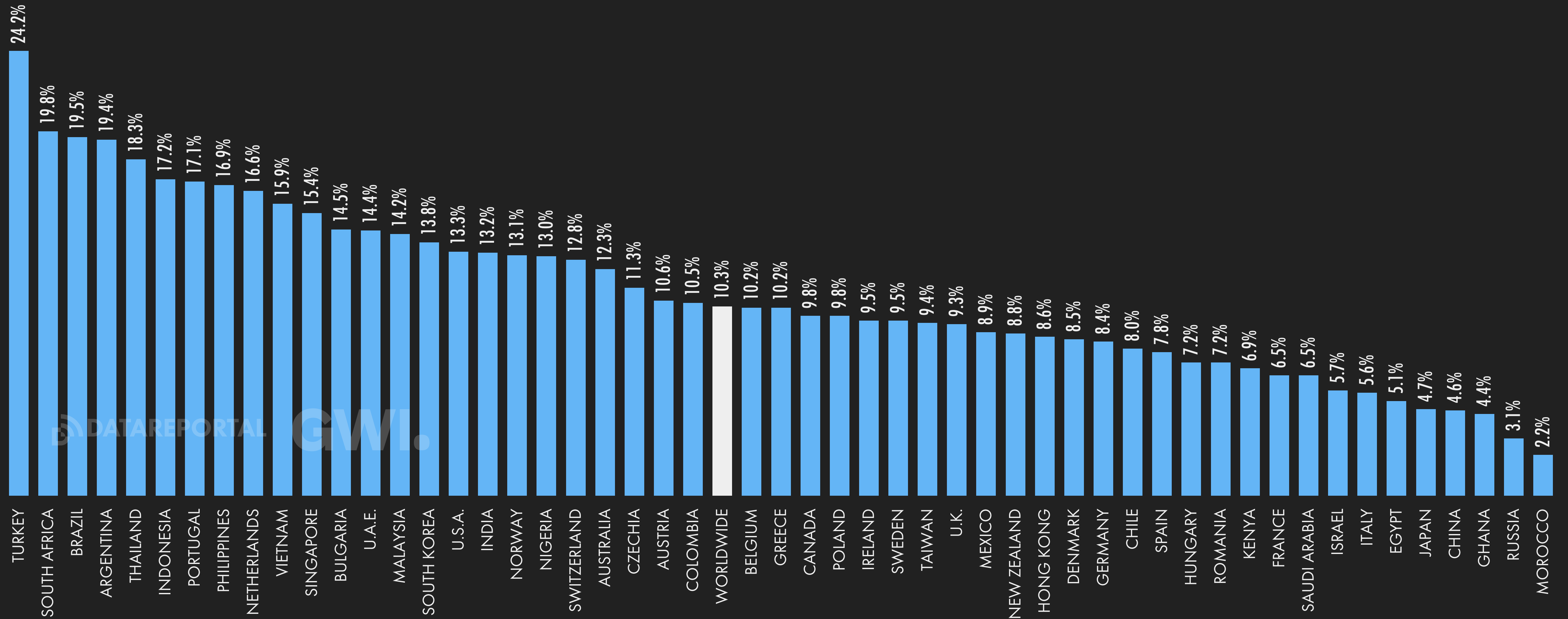
OWNERSHIP OF CRYPTOCURRENCY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN SOME FORM OF CRYPTOCURRENCY

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



JUL
2023

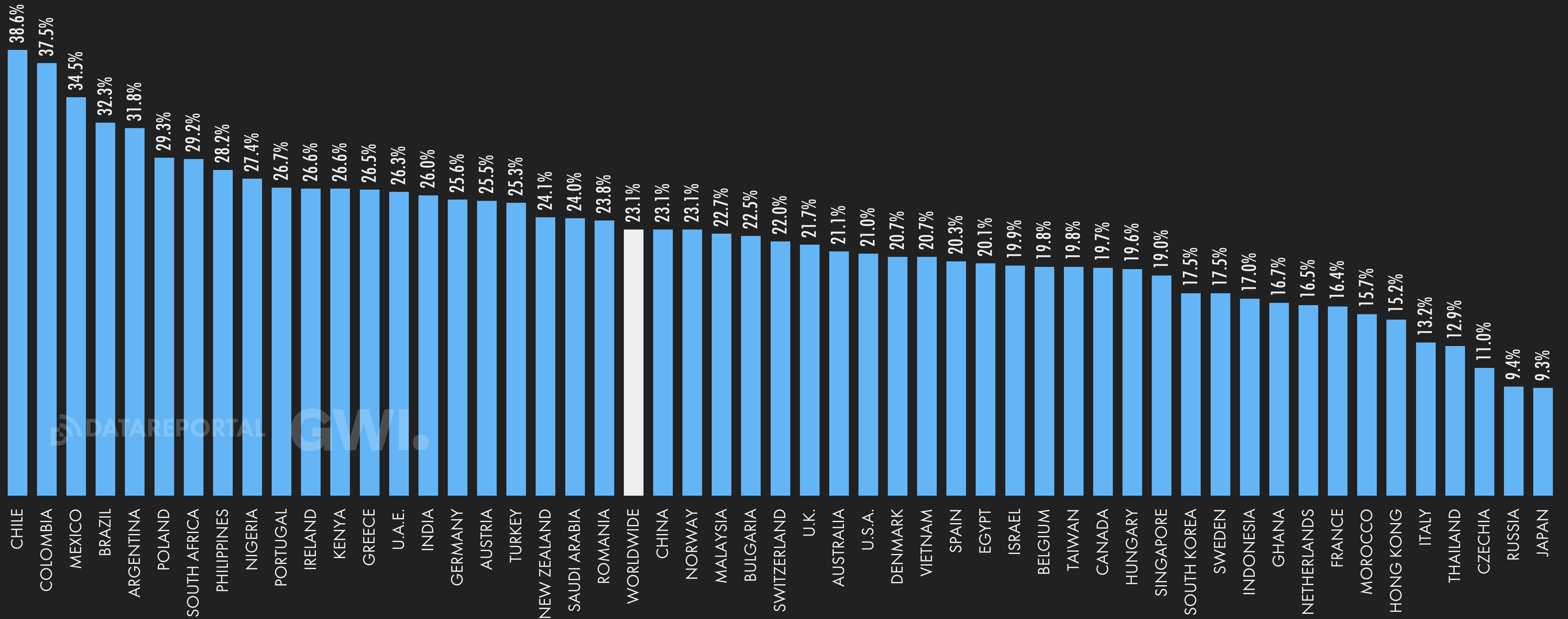
CHECKING HEALTH SYMPTOMS ONLINE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CHECK HEALTH SYMPTOMS ONLINE EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q1 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **COMPARABILITY:** STARTING WITH THEIR Q4 2022 WAVE OF RESEARCH, GWI INTRODUCED A REVISED SURVEY METHODOLOGY THAT RESULTED IN A DECLINE IN VALUES FOR A WIDE VARIETY OF DATA POINTS. AS A RESULT, DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.

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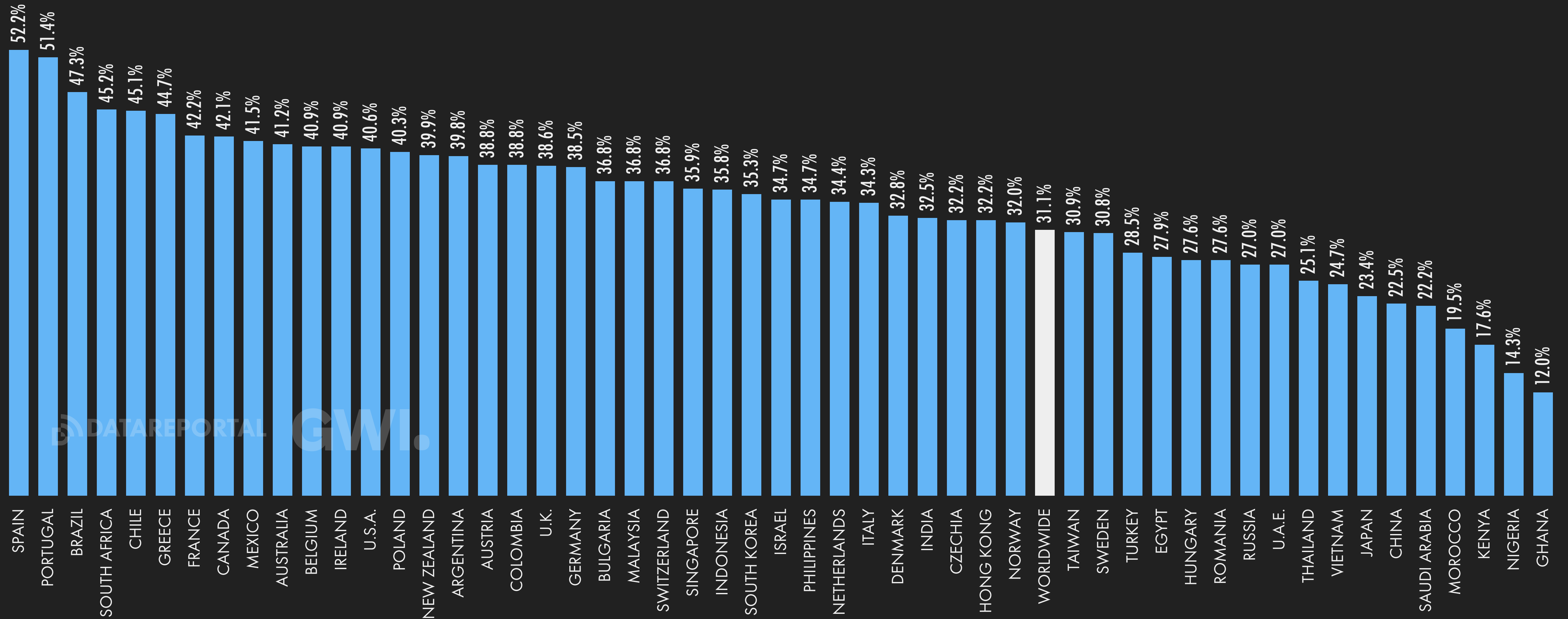
CONCERNS ABOUT MISUSE OF PERSONAL DATA

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO ARE WORRIED ABOUT HOW COMPANIES USE THEIR PERSONAL DATA ONLINE

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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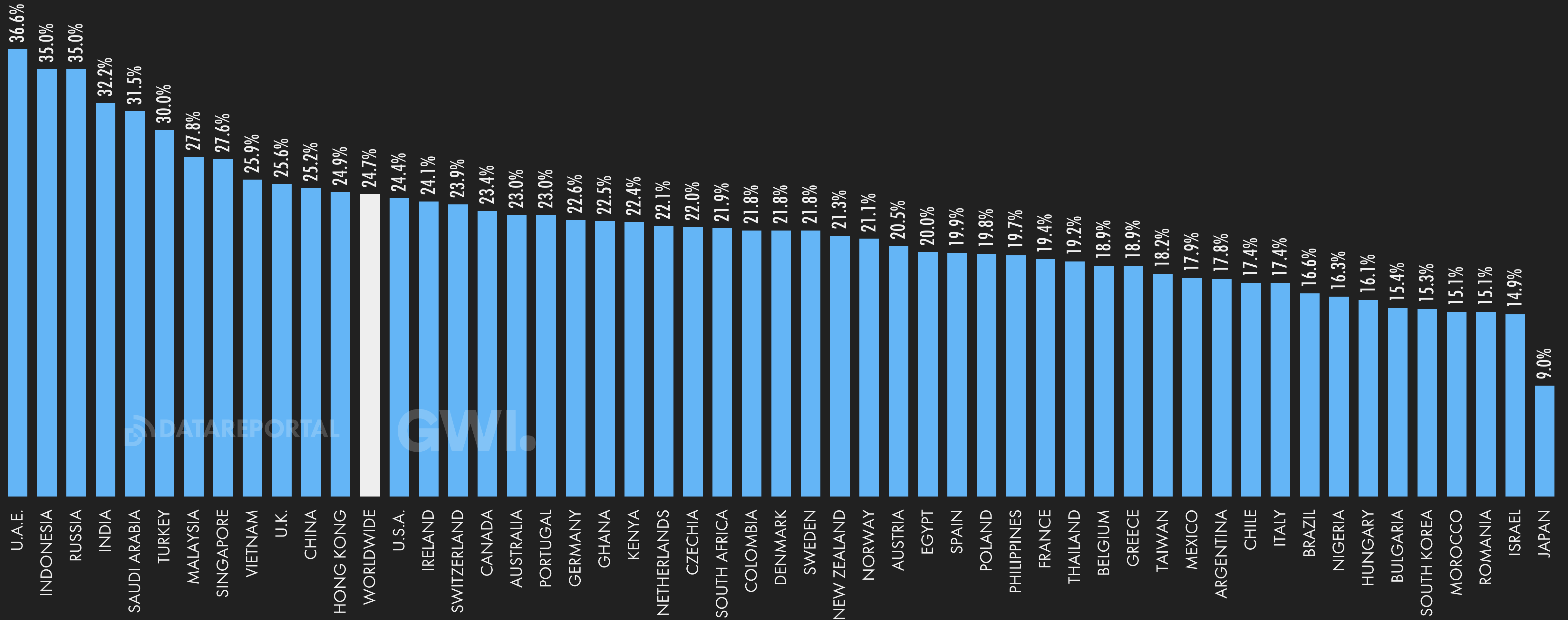
USE OF VIRTUAL PRIVATE NETWORKS

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME OF THEIR ONLINE ACTIVITIES

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



DATA REPORTAL

GW.I.

JUL
2023

MEDIA CHANNELS USED FOR NEWS

PERCENTAGE OF **WORLDWIDE*** SURVEY RESPONDENTS WHO SAY THAT THEY USE EACH MEDIUM TO ACCESS NEWS CONTENT



ONLINE
CHANNELS



78%

FEMALE

77%

MALE

79%

TELEVISION
(BROADCAST & CABLE)



57%

FEMALE

56%

MALE

57%

SOCIAL MEDIA
(INC. MESSENGERS)



53%

FEMALE

54%

MALE

51%

PHYSICAL
PRINT MEDIA



20%

FEMALE

18%

MALE

23%

BROADCAST
RADIO



24%

FEMALE

21%

MALE

26%

SOURCE: REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. VISIT [DIGITALNEWSREPORT.ORG](https://digitalnewsreport.org) TO READ THE COMPLETE REPORT. **NOTES:** FIGURES REPRESENT THE FINDINGS OF AN ONLINE SURVEY OF OVER 93,000 PEOPLE AGED 18 AND ABOVE IN 46 COUNTRIES AROUND THE WORLD. (*) BASED ON DATA FOR AVAILABLE COUNTRIES ONLY. NOTE THAT THE SURVEY DOES **NOT** INCLUDE RESPONDENTS IN MAINLAND CHINA OR RUSSIA. **COMPARABILITY:** FIGURES REPRESENT BASIC AVERAGES (MEANS) ACROSS WORLDWIDE SURVEY RESPONDENTS, AND HAVE NOT BEEN WEIGHTED BY THE SIZE OF THE POPULATION OR BY THE NUMBER OF INTERNET USERS IN EACH COUNTRY.

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2023

SOCIAL PLATFORMS USED TO ACCESS DIGITAL NEWS

PERCENTAGE OF **WORLDWIDE*** SURVEY RESPONDENTS WHO SAY THAT THEY USE EACH SOCIAL MEDIA PLATFORM TO ACCESS NEWS CONTENT



GLOBAL OVERVIEW

FACEBOOK



41%

FEMALE 42%
MALE 39%

YOUTUBE



30%

FEMALE 27%
MALE 34%

WHATSAPP



21%

FEMALE 21%
MALE 22%

INSTAGRAM



18%

FEMALE 19%
MALE 16%

TWITTER



12%

FEMALE 10%
MALE 15%

TIKTOK



11%

FEMALE 11%
MALE 10%

FB MESSENGER



10%

FEMALE 10%
MALE 10%

TELEGRAM



6%

FEMALE 5%
MALE 7%

LINKEDIN



4%

FEMALE 3%
MALE 5%

LINE



3%

FEMALE 3%
MALE 3%

SNAPCHAT



3%

FEMALE 3%
MALE 3%

VIBER



2%

FEMALE 2%
MALE 2%

SOURCE: REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. VISIT [DIGITALNEWSREPORT.ORG](https://digitalnewsreport.org) TO READ THE COMPLETE REPORT. **NOTES:** FIGURES REPRESENT THE FINDINGS OF AN ONLINE SURVEY OF OVER 93,000 PEOPLE AGED 18 AND ABOVE IN 46 COUNTRIES AROUND THE WORLD. (*) BASED ON DATA FOR AVAILABLE COUNTRIES ONLY. NOTE THAT THE SURVEY DOES **NOT** INCLUDE RESPONDENTS IN MAINLAND CHINA OR RUSSIA. **COMPARABILITY:** FIGURES REPRESENT BASIC AVERAGES (MEANS) ACROSS WORLDWIDE SURVEY RESPONDENTS, AND HAVE NOT BEEN WEIGHTED BY THE SIZE OF THE POPULATION OR BY THE NUMBER OF INTERNET USERS IN EACH COUNTRY.

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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USER IDENTITIES



4.88
BILLION

QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



+1.5%
+71 MILLION

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



+3.7%
+173 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 26M
YOY: -2.0% (-3 MINS)

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



6.7

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



60.6%

SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



78.8%

SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



93.9%

FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



46.4%

MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



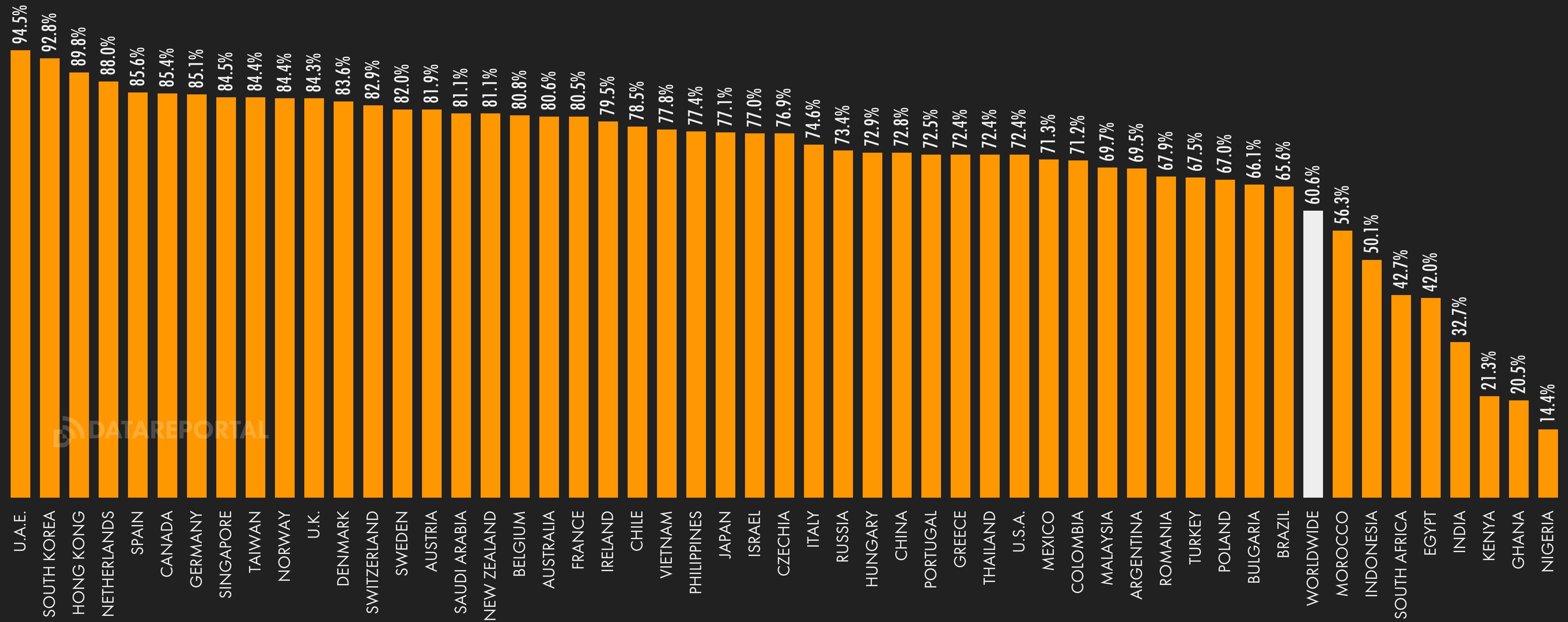
53.6%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q1 2023). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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SOCIAL MEDIA USE vs. POPULATION

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



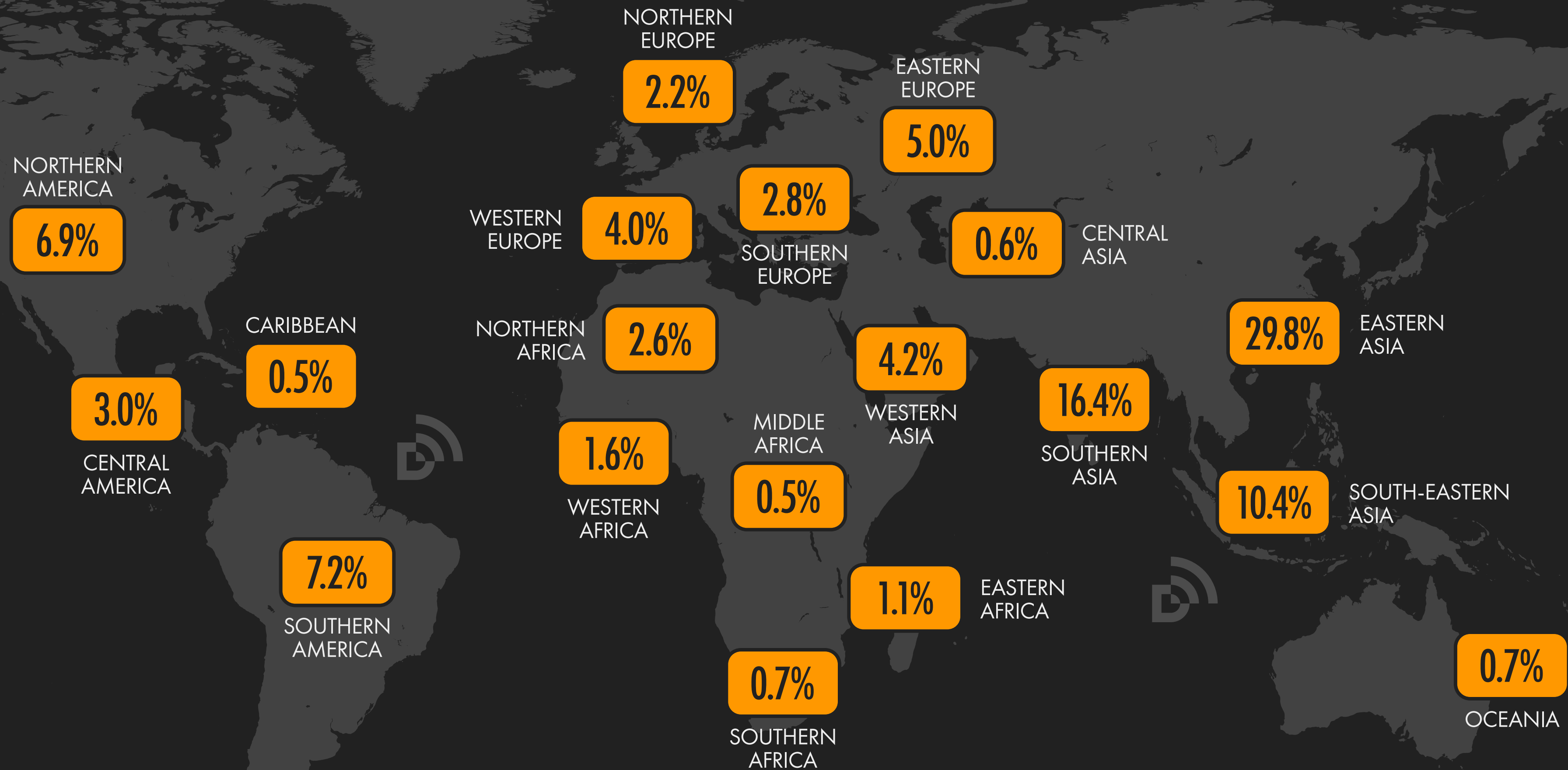
SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. NOTE: FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. (*) PERCENTAGES MAY EXCEED 100% IN SOME COUNTRIES DUE TO ISSUES SUCH AS DUPLICATE AND "FAKE" ACCOUNTS, AND DIFFERENCES BETWEEN CENSUS DATA AND ACTUAL RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS. COMPARABILITY: SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS.

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SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

ACTIVE SOCIAL MEDIA USER IDENTITIES IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USER IDENTITIES

GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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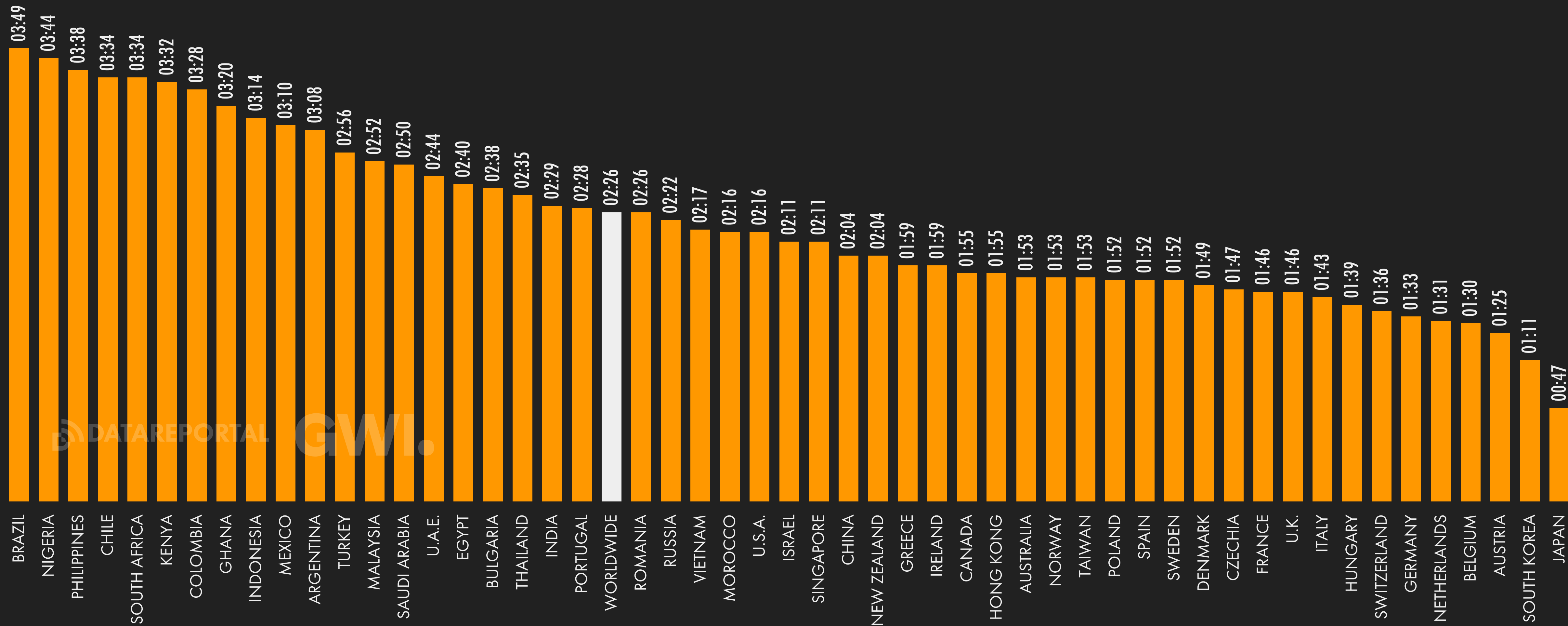
DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



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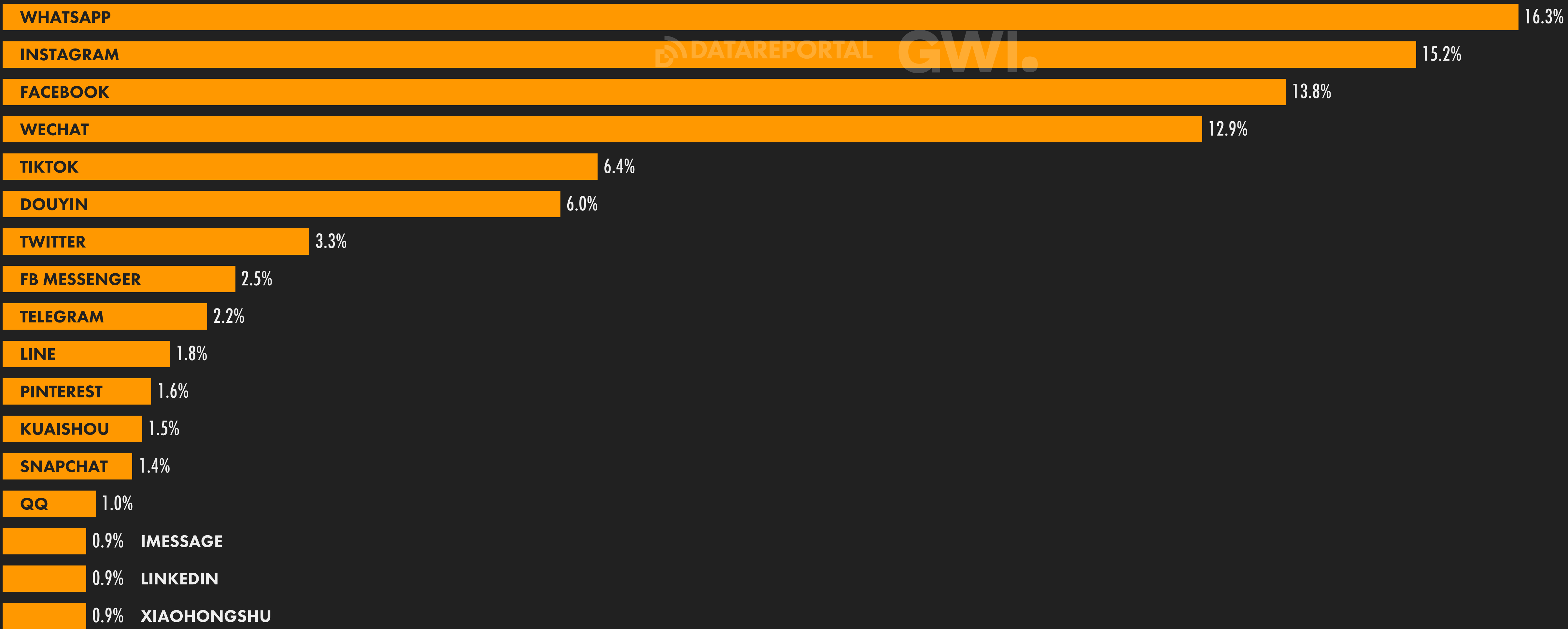
FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR “FAVOURITE” SOCIAL MEDIA PLATFORM

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



SOURCE: GWI (Q1 2023). SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI’S SURVEY. WE REPORT GWI’S VALUES FOR TIKTOK IN CHINA SEPARATELY AS DOUYIN, AS PER BYTEDANCE’S CORPORATE REPORTING. **COMPARABILITY:** REVISIONS TO GWI’S SURVEY METHODOLOGY MEAN THAT DATA POINTS ON THIS CHART MAY NOT BE DIRECTLY COMPARABLE WITH SIMILAR DATA POINTS PUBLISHED IN PREVIOUS REPORTS.



LINKEDIN

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



958.1
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



11.9%



LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



18.5%



QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+3.9%
+36 MILLION



YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+12.8%
+109 MILLION

SHARE: FEMALE LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
LINKEDIN AD REACH **AGED 18+**



43.8%



SHARE: MALE LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
LINKEDIN AD REACH **AGED 18+**



56.2%



ADOPTION: OVERALL LINKEDIN
AD REACH **AGED 18+** vs. OVERALL
POPULATION **AGED 18+**



17.0%



ADOPTION: FEMALE LINKEDIN
AD REACH **AGED 18+** vs. FEMALE
POPULATION **AGED 18+**



12.1%



ADOPTION: MALE LINKEDIN
AD REACH **AGED 18+** vs. MALE
POPULATION **AGED 18+**



15.6%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#) FOR DETAILS.

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CONNECTED MOBILE DEVICES

EACH DEVICE TYPE'S SHARE OF CELLULAR CONNECTIONS (EXCLUDING IOT)



SHARE OF CONNECTIONS
ASSOCIATED WITH
SMARTPHONES



we
are
social

79.4%

6.7 BILLION CONNECTIONS

SHARE OF CONNECTIONS
ASSOCIATED WITH
FEATURE PHONES



Meltwater

15.5%

1.3 BILLION CONNECTIONS

SHARE OF CONNECTIONS
ASSOCIATED WITH ROUTERS,
TABLETS, AND MOBILE PCS



5.1%

431 MILLION CONNECTIONS

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CELLULAR DATA TRAFFIC

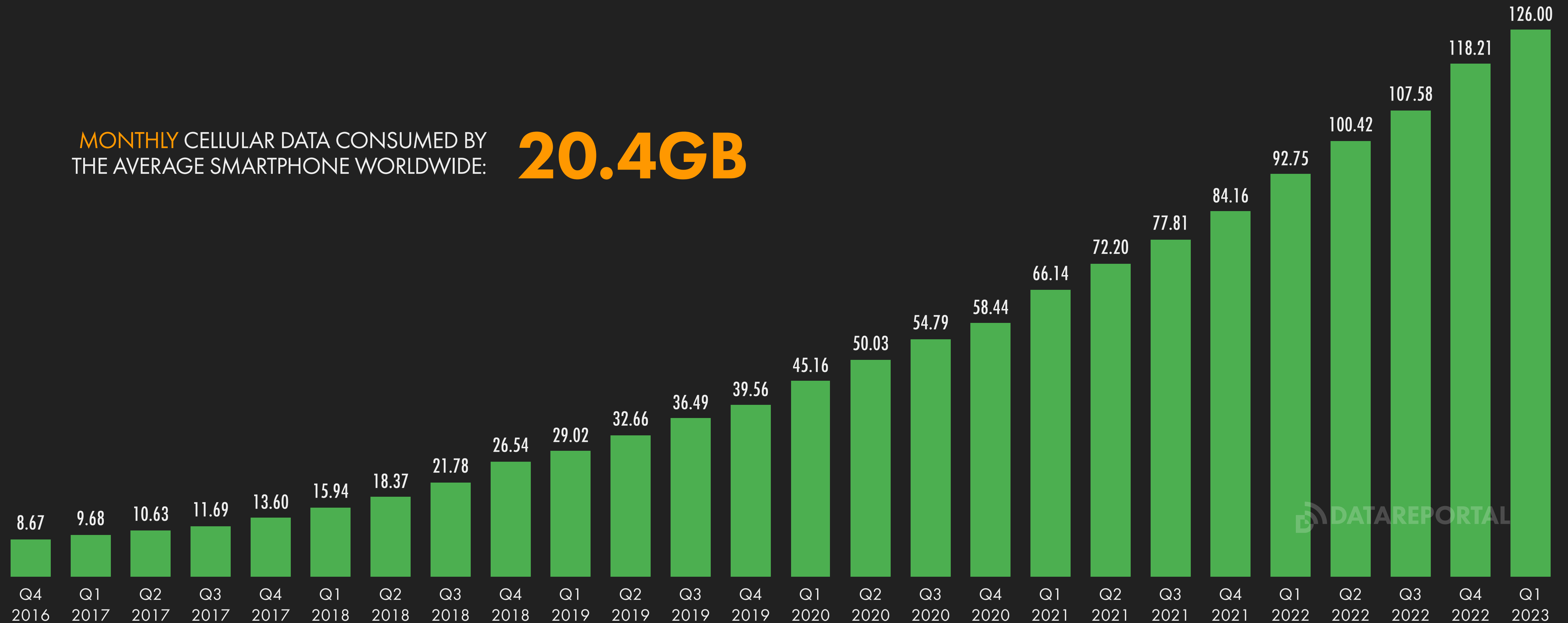
MONTHLY AVERAGE GLOBAL MOBILE NETWORK DATA TRAFFIC (UPLOAD AND DOWNLOAD) IN EXABYTES (BILLIONS OF GIGABYTES)



GLOBAL OVERVIEW

MONTHLY CELLULAR DATA CONSUMED BY
THE AVERAGE SMARTPHONE WORLDWIDE:

20.4GB



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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN **JUNE 2023**



SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM ANDROID DEVICES



70.79%

YEAR-ON-YEAR CHANGE

-1.8% (-133 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM APPLE IOS DEVICES



28.44%

YEAR-ON-YEAR CHANGE

+4.5% (+122 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING FROM
SAMSUNG OS DEVICES



0.38%

YEAR-ON-YEAR CHANGE

-9.5% (-4 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM KAI OS DEVICES



0.18%

YEAR-ON-YEAR CHANGE

+125% (+10 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM OTHER OS DEVICES



0.21%

YEAR-ON-YEAR CHANGE

+31.2% (+5 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN JUNE 2023. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF **INTERNET USERS AGED 16 TO 64** WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

PURCHASED A PRODUCT
OR SERVICE ONLINE



GWI.

55.9%

ORDERED GROCERIES
VIA AN ONLINE STORE



Meltwater

27.3%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

12.4%

USED AN ONLINE PRICE
COMPARISON SERVICE



GWI.

21.5%

USED A BUY NOW,
PAY LATER SERVICE



16.1%

JUL
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WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK

NOTE: GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

