Redes Sociales

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Redes Sociales

red social de microblogging

X

compartir y ver vídeos

YouTube

Facebook

permite a los usuarios conectarse con personas con intereses en común para compartir contenido

WhatsApp

aplicación de mensajería instantánea

Instagram

compartir fotos y videos

Redes Sociales

plataformas digitales que permiten a las personas conectarse, interactuar y compartir contenido con otros usuarios

mantener contacto con amigos y familiares

mantenerse informado

SOCIAL MEDIA

ofrecen oportunidades para el entretenimiento, el aprendizaje y el desarrollo profesional

Creación y intercambio de contenido

Ventajas

- Conectividad global: Permiten mantener el contacto con personas en cualquier parte del mundo.

- Acceso a información: Sirven como una fuente de noticias y tendencias en tiempo real.

- Oportunidades profesionales y de aprendizaje: Facilitan el desarrollo de carreras, la creación de redes profesionales y el acceso a conocimientos.

Desventajas

- Adicción: Pueden volverse adictivas y tener un impacto negativo en el tiempo dedicado a otras actividades.

- Impacto emocional: Pueden afectar la salud mental, generar ansiedad o depresión, especialmente entre adolescentes, y exponer a acoso cibernético.

- Información errónea: Presentan el riesgo de difundir información sesgada o incorrecta.

MEXICO

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

MEXICO

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES
131 MILLION	**127 MILLION**	**110 MILLION**	**93.0 MILLION**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+0.8%	**+0.6%**	**+1.0%**	**+3.0%**
+1.1 MILLION	**+696 THOUSAND**	**+1.1 MILLION**	**+2.8 MILLION**
URBANISATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION
82.0%	**96.5%**	**83.3%**	**70.7%**

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMAI; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS.** PLEASE SEE **NOTES ON DATA.**

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MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE

MEXICO

Media Type	Percentage
INTERNET: MOBILE PHONE	98.8%
SOCIAL MEDIA	98.2%
TV: LINEAR OR BROADCAST	93.0%
INTERNET: LAPTOP, DESKTOP, OR TABLET	90.7%
MUSIC STREAMING	81.1%
TV: STREAMING OR ONLINE	79.2%
PODCASTS	76.3%
PRESS: ONLINE	72.1%
GAMES CONSOLE	70.6%
RADIO: BROADCAST	68.2%
PRESS: PHYSICAL PRINT	60.0%

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DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY

MEXICO

DAILY TIME SPENT USING THE
INTERNET ACROSS ALL DEVICES

TIME SPENT USING THE
INTERNET ON MOBILE PHONES

TIME SPENT USING THE INTERNET
ON COMPUTERS AND TABLETS

MOBILE'S SHARE OF TOTAL
DAILY INTERNET TIME

7H 32M

4H 20M

3H 13M

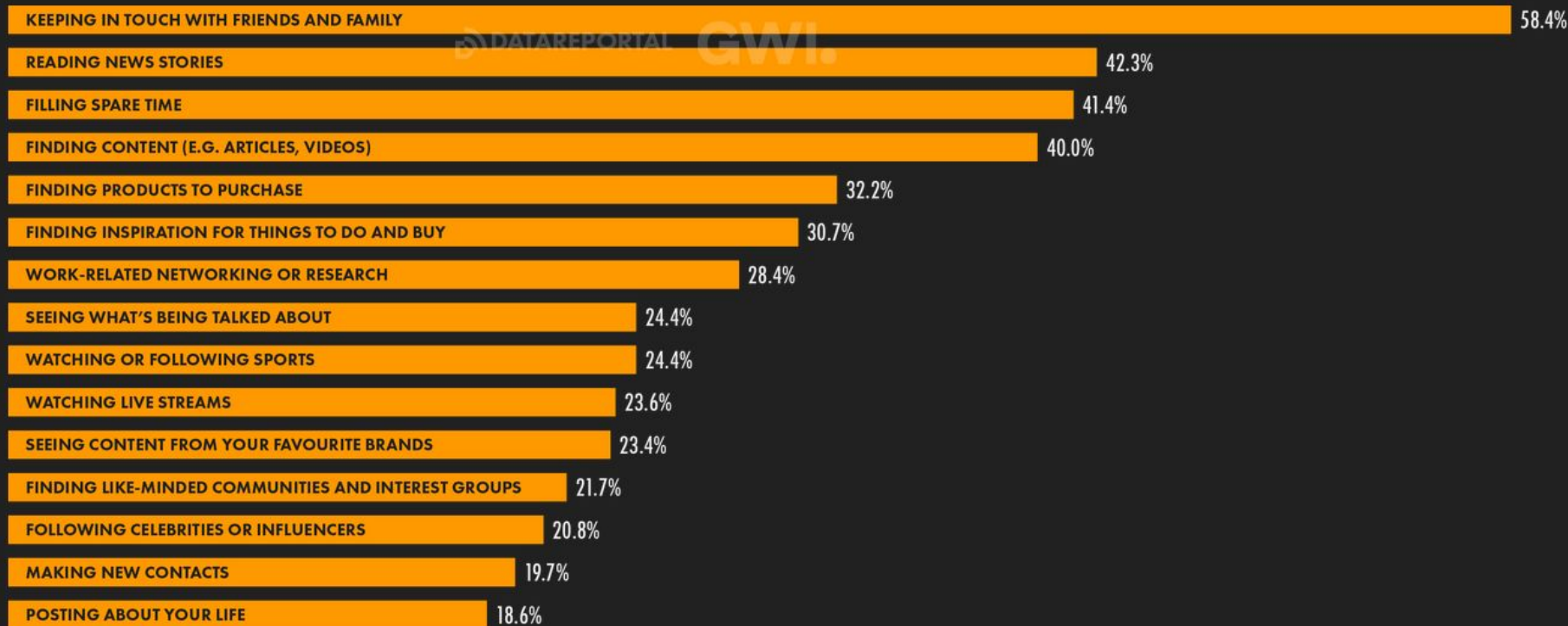**57.4%**

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DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER
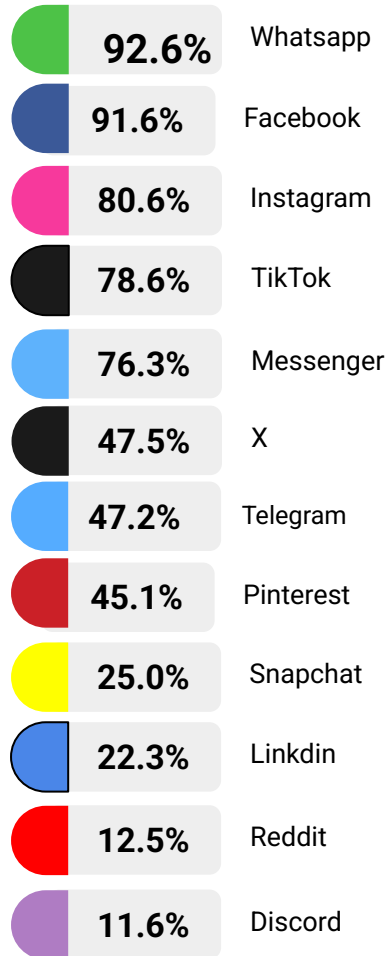
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	FEMALE	MALE
18 – 24 YEARS OLD	13.1%	12.1%
25 – 34 YEARS OLD	15.1%	15.0%
35 – 44 YEARS OLD	10.1%	9.4%
45 – 54 YEARS OLD	6.7%	6.2%
55 – 64 YEARS OLD	4.0%	3.5%
65+ YEARS OLD	2.5%	2.2%

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Uso de Redes Sociales

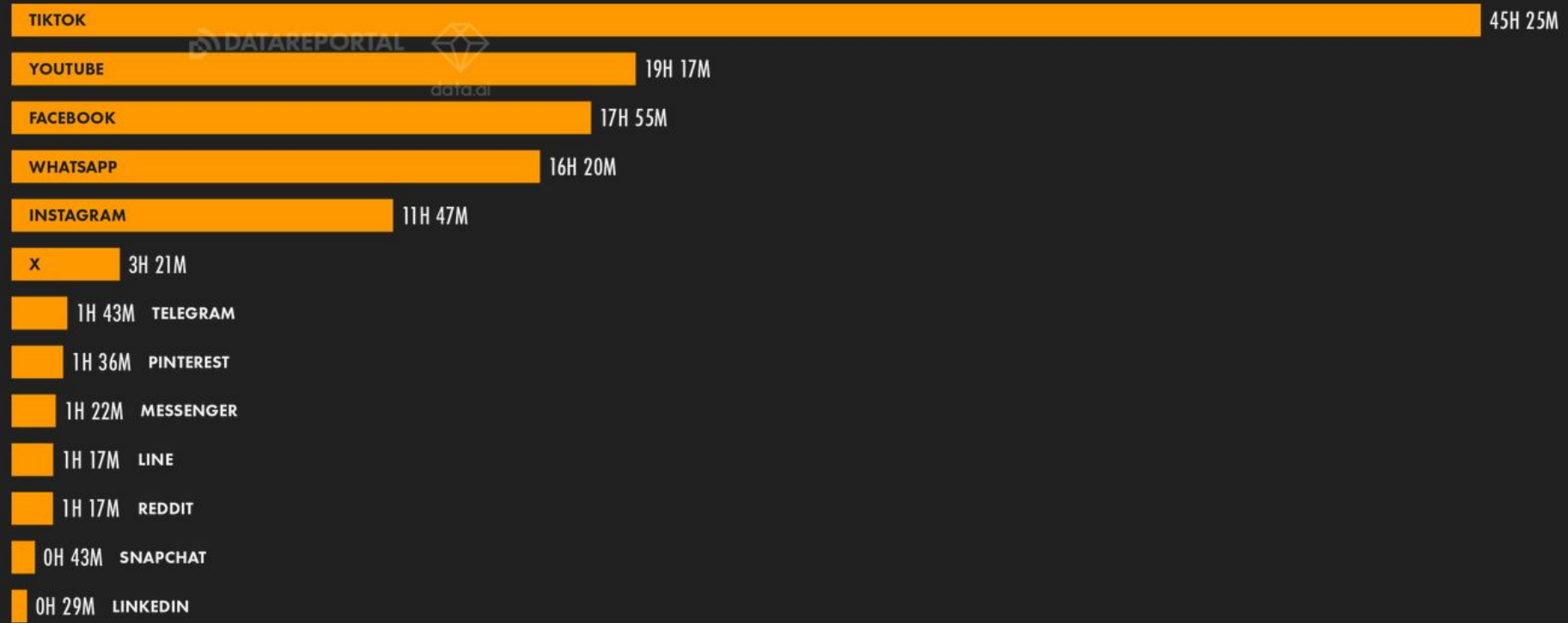|	
92.6%	Whatsapp
91.6%	Facebook
80.6%	Instagram
78.6%	TikTok
76.3%	Messenger
47.5%	X
47.2%	Telegram
45.1%	Pinterest
25.0%	Snapchat
22.3%	Linkdin
12.5%	Reddit
11.6%	Discord

SOCIAL MEDIA APPS: AVERAGE TIME PER USER

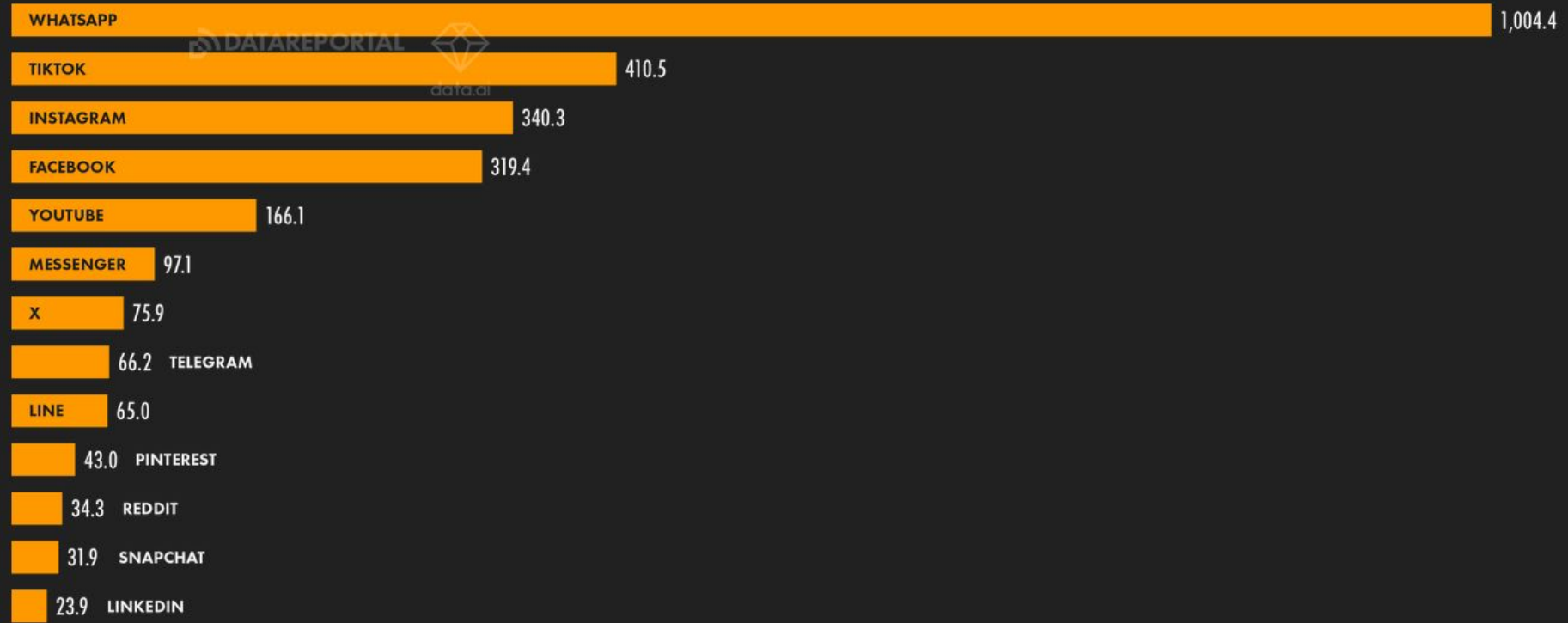AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024

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Platform	Time
TIKTOK	45H 25M
YOUTUBE	19H 17M
FACEBOOK	17H 55M
WHATSAPP	16H 20M
INSTAGRAM	11H 47M
X	3H 21M
TELEGRAM	1H 43M
PINTEREST	1H 36M
MESSENGER	1H 22M
LINE	1H 17M
REDDIT	1H 17M
SNAPCHAT	0H 43M
LINKEDIN	0H 29M

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SOCIAL MEDIA APPS: AVERAGE MONTHLY SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH
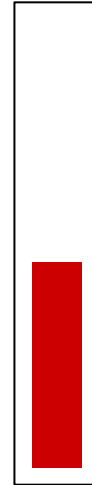
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App	Sessions
WHATSAPP	1,004.4
TIKTOK	410.5
INSTAGRAM	340.3
FACEBOOK	319.4
YOUTUBE	166.1
MESSENGER	97.1
X	75.9
TELEGRAM	66.2
LINE	65.0
PINTEREST	43.0
REDDIT	34.3
SNAPCHAT	31.9
LINKEDIN	23.9

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Tráfico web