

# Majority (71%) of Global Internet Users “Share” on Social Media Sites

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## Majority (71%) of Global Internet Users “Share” on Social Media Sites

**Global** – Seven in ten (71%) online consumers in 24 countries indicate that in the past month, they have shared some type of content on social media sites. The findings reflect a new poll of 18,150 respondents conducted by Ipsos OTX – the global innovation center for Ipsos, the world’s third largest market and opinion research firm. Three in ten (29%) indicate they ‘haven’t shared any content in the past month.’

The most popular shared item found in the poll is pictures, as four in ten (43%) indicate they have shared pictures online in the past month. Following next are: ‘my opinion’ (26%), a ‘status update of what/how I’m doing’ (26%), ‘links to articles’ (26%), ‘something I like or recommend, such as a product, service, movie, book, etc.’ (25%), ‘news items’ (22%), ‘links to other websites’ (21%), ‘reposts from other people’s social media posts’ (21%), ‘status update of what I’m feeling’ (19%), ‘video clips’ (17%), ‘plans for future activities, trips, plans’ (9%) and ‘other types of content’ (10%).

Of the online consumers, those from Turkey (93%) are most likely to indicate they have shared any content online in the past month, followed nine in ten in each of: Mexico (89%), Brazil (88%), India (88%), Indonesia (88%), Argentina (86%), South Africa (86%) and China (85%). This group of highly engaged content-sharers is followed by Russia (79%), Saudi Arabia (78%), Spain (75%), Hungary (83%), South Korea (73%), Italy (71%), Poland (64%) and Sweden (64%)



rounding out the middle of the pack. The lower groups of social media sharers begin with Australia (63%), Belgium (62%), the United States (60%), Canada (59%), Great Britain (58%), France (49%), Germany (44%) and Japan (30%).

As for demographics, global averages indicated that those under the age of 35 (81%) are most likely to share any type of content on social media sites, in particular when compared with those aged 35 to 49 (69%) and those 50 to 64 (55%). Women (74%) appear somewhat more likely than men (69%) to have shared some content in the past month. Those with a high level of education (74%) are somewhat more likely than both (70%) low and medium levels of education and income also appears to be an influencing factor: high income (73%), medium income (71%), low income (69%).

*These are findings of the research led by Ipsos Open Thinking Exchange (Ipsos OTX) collected by Ipsos Global @dvisor as part of Sociologue, an ongoing publication that features conversation-starting commentary on social media trends and behavior. The research was conducted on the “G@44” wave between April 2 and April 16<sup>th</sup>, 2013. The monthly Global @dvisor data output is derived from a balanced online sample in 24 countries around the world via the Ipsos Online Panel system. For the results of the survey presented herein, an international sample of 18,150 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. In countries where internet penetration is approximately 60% or higher the*



*data output is weighted to reflect the general population. Of the 24 countries surveyed, 15 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%)—have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.*

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**For more information on this news release, please contact:**

***Jill Wiltfong***  
***Senior Vice President, Marketing***  
***Ipsos Open Thinking Exchange***  
***310.736.3440***  
***[jill.wiltfong@ipsos.com](mailto:jill.wiltfong@ipsos.com)***

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