

Four in Ten (42%) of Those in 24 Countries Say Social Media is Important to Them: Half (50%) of Those Under the Age of 35

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Global – Four in ten (42%) of those in 24 countries say social media is important to them while only one quarter (25%) rate it not important. Using a 5-point scale, where 5 means "very important" and 1 means "not at all important", two in ten (18%) rate it with a value of 5, two in ten (23%) say 4, one third (33%) are neutral at a score of 3 and 13% say each of 2 and 1.

The findings reflect a new poll of 18,002 online respondents conducted by Ipsos OTX – the global innovation center for Ipsos, the world's third largest market and opinion research firm.

The big social media story is told in the demographics, especially age. On a global aggregate level, age appears to be the strongest demographic driver of placing importance on social media. Indeed, fully half (50%) of those under the age of 35 rate it a 5 or 4 (vs. 38% for those aged 35-49 and 30% for those aged 50-64). Women (46%) seem more likely than men (37%) to rate it highly.

The countries with the highest proportions those indicating social media is important to them (score of 5 or 4) are from: Turkey (64%), Brazil (63%), Indonesia (62%), China (61%), India (59%), Saudi Arabia (59%), Mexico (54%) and South Africa (52%). This group of social media lovers is followed by Argentina (45%), Russia (44%), Spain (42%), Poland (37%), Hungary (36%),



Sweden (35%), Germany (33%), Great Britain (33%) and the United States (32%). The lower group includes: Australia (30%), Italy (30%), Belgium (29%), Canada (28%), South Korea (28%), Japan (24%) and France (17%).

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@47” wave between July 2nd and July 16th, 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 18,002 adults (14,160 drivers) 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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