Digital Snapshot: Europe
GlobalWebIndex trends and behaviors in Europe

**INTERNET PENETRATION**

- **Smartphone**: 93%
- **Laptop**: 84%
- **Tablet**: 48%

**SOCIAL**
% who visited the following last month
- Facebook: 69%
- YouTube: 85%
- Instagram: 52%

**COMMERCE**

- 86% Search products online
- 72% Purchase products online

**PRIVACY**

- 41% Use ad-blockers
- 47% Delete cookies
- 21% Use a VPN
- 31% Use mobile payment services
- 75% Use internet banking

**MEDIA**

- Use music streaming services: 51%
- Use internet banking: 47%

**MAIN RESEARCH CHANNELS**

- Search Engines: 63%
- Social Media: 37%
- Mobile Apps: 19%
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GlobalWebIndex trends and behaviors in Europe by Generation

Source: GlobalWebIndex Q4 2018 Base: Internet Users aged 16-64

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