Digital Snapshot: Global

GlobalWebIndex trends and behaviors from around the globe

**DEVICES OWNED**
- 96% Smartphone
- 71% Laptop
- 36% Tablet

**INTERNET PENETRATION**

- 75% Purchase products online
- 98% Use social media

**SOCIAL** % who visited the following last month (excl. China)
- Facebook: 78%
- YouTube: 85%
- Instagram: 59%

**COMMERCE**
- 82% Search products online
- 75% Purchase products online

**PRIVACY**
- 47% Use ad-blockers
- 30% Use a VPN
- 51% Delete cookies

**DEVICES OWNED**
- 96% Smartphone
- 71% Laptop
- 36% Tablet

**MEDIA**
- Use music streaming services: 68%
- Watch subscription services (e.g. Netflix): 64%

**MAIN RESEARCH CHANNELS**
- Search Engines: 53%
- Social Media: 44%
- Mobile Apps: 28%

**INTERNET PENETRATION**

- 73% Use Internet banking

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

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### Digital Snapshot: Global

GlobalWebIndex trends and behaviors from around the globe by Generation

<table>
<thead>
<tr>
<th>Generation</th>
<th>% who own the following</th>
<th>% who visit the following (excl. China)</th>
<th>% who watch/listen to the following</th>
<th>% who do the following</th>
<th>% who research products via the following</th>
<th>% who do the following</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN Z</td>
<td>97%</td>
<td>67%</td>
<td>77%</td>
<td>78%</td>
<td>80%</td>
<td>77%</td>
</tr>
<tr>
<td>GEN Y</td>
<td>97%</td>
<td>69%</td>
<td>81%</td>
<td>77%</td>
<td>83%</td>
<td>76%</td>
</tr>
<tr>
<td>GEN X</td>
<td>95%</td>
<td>72%</td>
<td>77%</td>
<td>75%</td>
<td>82%</td>
<td>74%</td>
</tr>
<tr>
<td>BABY BOOMERS</td>
<td>87%</td>
<td>78%</td>
<td>69%</td>
<td>38%</td>
<td>38%</td>
<td>26%</td>
</tr>
</tbody>
</table>

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

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