Digital Snapshot: LatAm
GlobalWebIndex trends and behaviors in Latin America

**DEVICES OWNED**
- 97% Smartphone
- 73% Laptop
- 39% Tablet

**INTERNET PENETRATION**
- 50-69% Internet Users aged 16-64
- 70-90%

**MEDIA**
- 65% Use music streaming services
- 82% Watch subscription services (E.G. Netflix)

**SOCIAL**
% who visited the following last month
- 91% Facebook
- 95% YouTube
- 71% Instagram

**COMMERCE**
- 100% Use social media
- 89% Search products online
- 67% Purchase products online

**PRIVACY**
- 46% Use ad-blockers
- 38% Use mobile payment services
- 61% Use a VPN
- 72% Use internet banking
- 82% Delete cookies

**MAIN RESEARCH CHANNELS**
- 59% Search Engines
- 61% Social Media
- 27% Mobile Apps

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Source: GlobalWebIndex Q4 2018 Base: Internet Users aged 16-64
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GEN Z
97% 70% 29% 90% 95% 81% 72% 85% 55% 64% 30% 53% 63% 30% 56% 38% 53%

GEN Y
98% 71% 39% 92% 96% 74% 72% 87% 71% 90% 75% 42% 58% 64% 28% 50% 28% 51%

GEN X
97% 74% 44% 91% 95% 64% 58% 78% 67% 90% 75% 38% 63% 58% 25% 40% 26% 45%

BABY BOOMERS
93% 86% 45% 93% 93% 51% 43% 68% 59% 89% 70% 29% 65% 47% 22% 37% 16% 48%

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