Digital Snapshot: North Am
GlobalWebIndex trends and behaviors in North America

DEVICES OWNED
- 91% Smartphone
- 77% Laptop
- 50% Tablet

INTERNET PENETRATION
- 70-89%
- +90%

MEDIA
- 62% Use music streaming services
- 72% Watch subscription services (E.g. Netflix)

SOCIAL
% who visited the following last month
- Facebook: 76%
- YouTube: 80%
- Instagram: 50%

COMMERCIAL
- 91% Smartphone
- 77% Laptop
- 50% Tablet

PRIVACY
- 44% Use ad-blockers
- 91% Use social media
- 83% Search products online
- 77% Purchase products online

MAIN RESEARCH CHANNELS
- 57% Search Engines
- 29% Social Media
- 17% Mobile Apps

DASHBOARD:
- 62% Use mobile payment services
- 41% Use internet banking

Source: GlobalWebIndex Q4 2018 Base: Internet Users aged 16-64
GLOBALWEBINDEX.COM | @GLOBALWEBINDEX
Digital Snapshot: North Am
GlobalWebIndex trends and behaviors in North America by Generation

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

% who own the following | % who visit the following | % who watch/listen to the following | % who do the following | % who research products via the following | % who do the following

GEN Z
- 94% 71% 37% 66% 91% 77% 85% 87% 69% 79% 59% 34% 46% 40% 26% 34% 12% 45%

GEN Y
- 96% 73% 49% 79% 86% 67% 79% 86% 78% 83% 75% 37% 52% 37% 22% 35% 19% 54%

GEN X
- 91% 78% 54% 78% 78% 41% 57% 67% 79% 85% 73% 28% 61% 26% 14% 29% 19% 40%

BABY BOOMERS
- 82% 84% 51% 72% 67% 21% 31% 45% 76% 83% 67% 15% 65% 15% 7% 38% 10% 52%