

# Digital Behaviour

WEEKLY TIME SPENT USING  
SOCIAL MEDIA (INCL. VIDEO)  
**28H 19M**



SOCIAL MEDIA  
IDENTITIES  
**29.1M**

AVG. NUMBER OF SOCIAL  
PLATFORMS P.M.  
**8.0**

# Most Used Platforms (Internet Users)



WHATSAPP  
**100%**



YOUTUBE  
**90.9%**



FACEBOOK  
**75.6%**



TIKTOK  
**72.3%**



INSTAGRAM  
**61.6%**

# Sources of Brand Discovery



TV ADS  
**43.8%**



SOCIAL MEDIA ADS  
**41.9%**



RETAIL WEBSITES  
**38.6%**



WORD OF MOUTH  
**37.6%**



SEARCH ENGINES  
**36.5%**

Source: Social Media Data sourced from Datareportal 2024