globalwebindex

Generation X

Examining the lifestyle, attitudes and digital behaviors of Generation X.

Audience Report 2018

www.globalwebindex.com

Content

Introduction

Generation X are viewed by many as the hard-to-reach generation, defined more by the millennial and baby boomer brackets they sit outside of, rather than the characteristics that set them apart. The myth is that unlike younger consumers, Generation X aren't digital natives. In reality, they're a highly engaged audience, **drawn to meaningful and purposeful interactions in the online space.**

This report explores:

- **Profiling Gen X** – What are some of the defining attributes of this generation?
- **Device Trends** – Which devices are most important to this generation, and which are demanding most of their time?
- **Media Consumption** – How long are Generation X spending on traditional / digital media daily?
- **Social Media** – How socially-engaged are Generation X, and what are their biggest motivations for using social?
- **Purchase Journey** – How do Generation X discover, research and interact with brands while online, and what do they value most from their favorite brands?

AUDIENCE

Respondents in our Core survey are asked 'How old are you?'. In this report, Generation X are defined as internet users who say they are aged 35-53 in 2017 (born 1964-1982).

To re-create this audience, access Audience Builder on our Platform.

Name:	Gen X (2017)

Age (Individual)

35
OR 36
OR 37
OR 38
OR 39
OR 40
OR 41
OR 42
OR 43
OR 44
OR 45
OR 46
OR 47
OR 48
OR 49
OR 50
OR 51
OR 52
OR 53

Key Insights

The majority of **Gen Xers are busy professionals, likely to have families, and as a generation they wield great spending power.** But as they lack the luxury of time, they're online activities are **more driven by purpose and intent than casual browsing.**

Despite misconceptions that this generation aren't "digital natives", **Gen X are now more likely to be getting online via a smartphone than a PC/laptop.** They're doing more of the 34 online activities we track on their mobiles than their computers.

Broadcast TV is still their biggest source of entertainment, but **they're now devoting a third of their daily TV time to online TV/streaming services.** Gen X are moving with digital trends, just as Millennials and Gen Z are.

They **spend almost 2 hours a day on social media** and the majority have a Facebook account. Just like Millennials, they are multi-networkers, and have an average of 7 social media accounts.

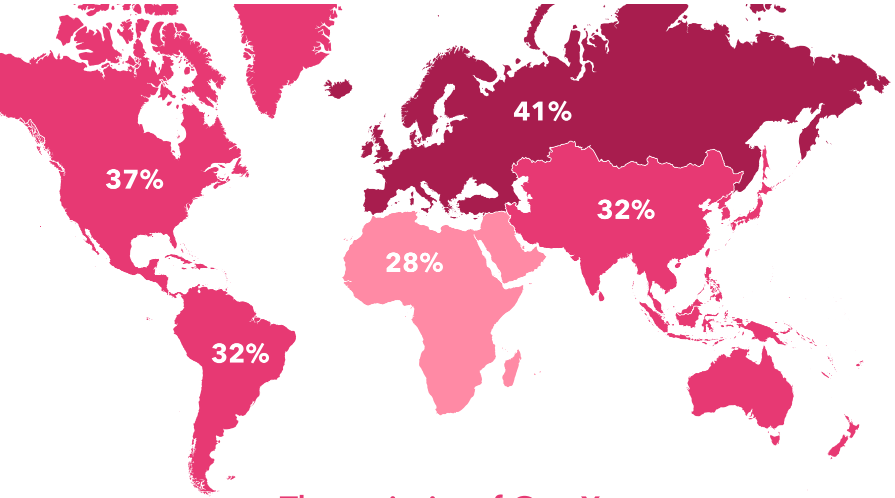
Gen X are **more purposeful in how they use social media,** rather than using it just for casual browsing. One of the top reasons they use social media is to keep-up-to-date with the news and about 30% are searching for products to buy.

Traditional marketing channels are still king and they're most likely to come across new brands via TV ads. Digital channels have a bigger impact than many may expect: 28% find new brands via online ads and a third are researching brands on social media.

Gen X tend to earn more than average, but they're still price-conscious. Discounts and rewards are important for encouraging them to buy, and they value loyalty points more than any generation. If brands get it right, **Gen Xers are the generation most likely to be loyal,** with 3 in 5 agreeing that once they find a brand they like, they'll stick with it.

Generation X Across the Globe

% of Internet Users aged 16-64 who are from Generation X



The majority of Gen Xers are parents, in full-time employment, and they're 29% more likely to be from the top income quartile.

TOP 5 ATTITUDES

81% When I need information, the first place I look is the Internet

80% Family is the most important thing in my life

79% It is important to be well informed about things

78% You should seize opportunities when they arise

77% It is important to stay in touch with what is going on in the world

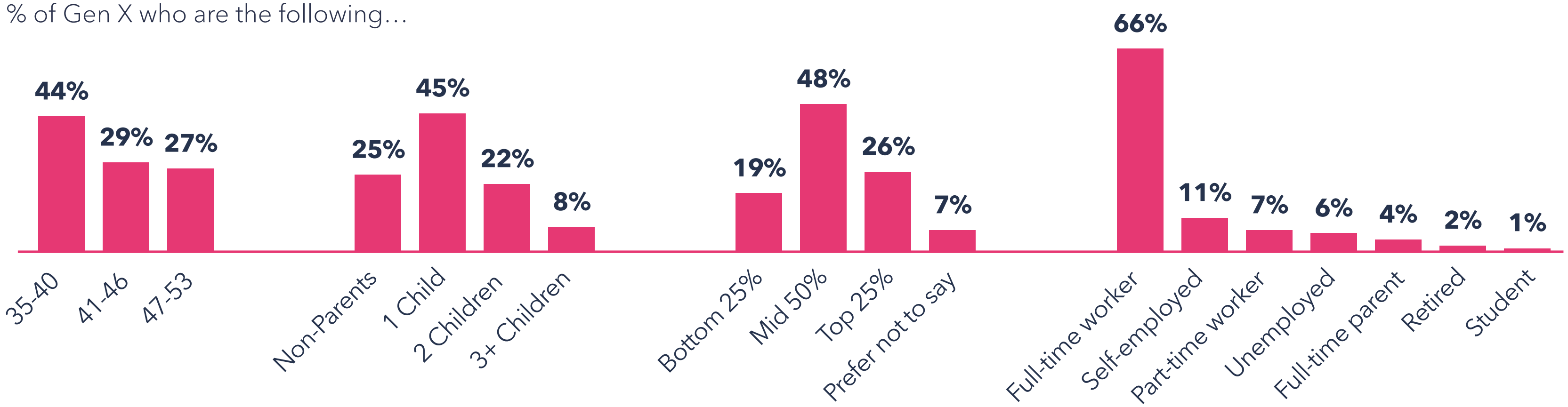
11% are senior decision-makers at work

More likely to be strongly interested in gardening and the news

2 in 3 worry about data collection

60% exercise at least twice a week

% of Gen X who are the following…



Source: GlobalWebIndex Q4 2017
Base: 36,246 internet users aged 35-53

Generation X

Device Trends

Gen X Favor Smartphones

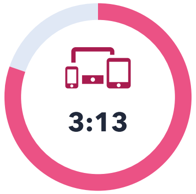
PCs, laptops and tablets may collectively continue to capture the biggest share (56%) of Gen Xers daily time online, but mobiles have made great headway in becoming the go-to device for this generation, who are slowly becoming just as attached as Millennials.

Gen Xers are becoming just as attached to their smartphones as Millennials

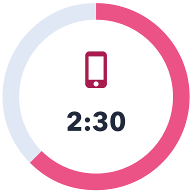
Despite misconceptions that this generation aren't "digital natives", our data shows that they're now more likely to be getting online via a smartphone than a PC/laptop - with smartphones overtaking this year. Smartphone attachment is strongest in APAC, Latin America and the Middle East and Africa regions, where mobiles have been key in the development of online infrastructures.

Across the 34 online activities we track, Gen X are now carrying out more of these on their mobiles than their computers. 56% of the 34 activities we track are now mobile-first, with mobiles typically ahead for on-the-go behaviors like social media usage and music-streaming. Computers retain a lead for 12 of these activities (35%). They still play an important role for behaviors that are more easily done on a larger screen like accessing emails and visiting retail sites.

DAILY TIME SPENT ONLINE VIA...

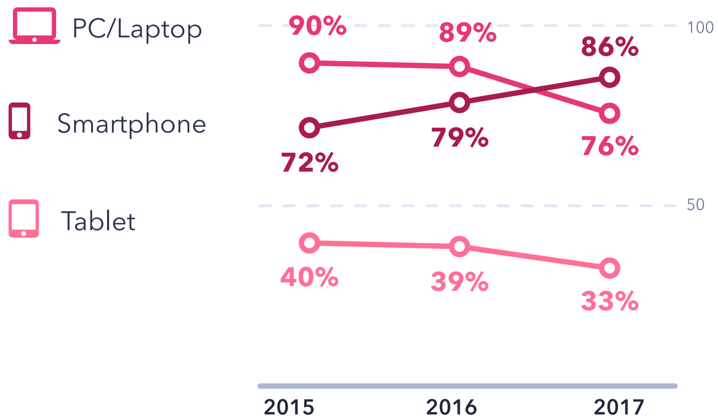


PC/Laptop/Tablet

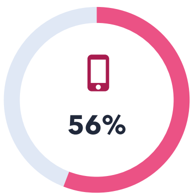


Mobile

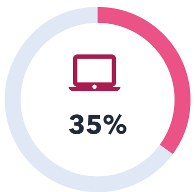
% OF GEN X WHO ACCESS THE INTERNET VIA...



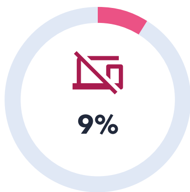
% OF ONLINE ACTIVITIES* THAT ARE...



Mobile-first



Laptop-first



Neither

*includes 34 tracked online activities across devices

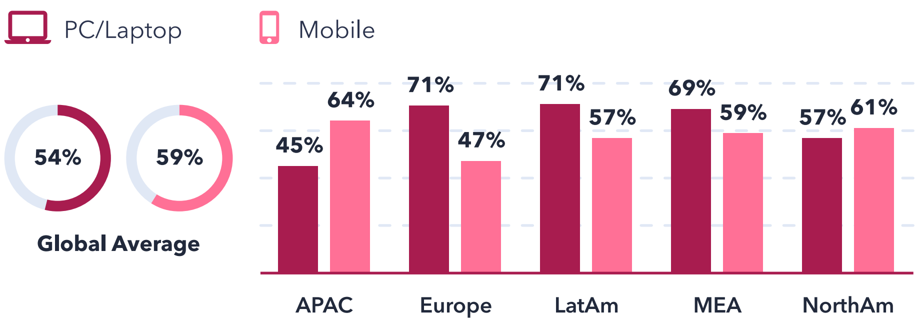
Questions: Roughly how many hours do you spend online on a mobile during a typical day? // Roughly how many hours do you spend online on a PC / Laptop / Tablet during a typical day? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Questions: In the past month, which of these have you used to access the internet? **Source:** GlobalWebIndex 2015-2017 (average across all waves) **Base:** 80,081 (2015), 82,368 (2016), 139,481 (2017) internet users aged 35-53

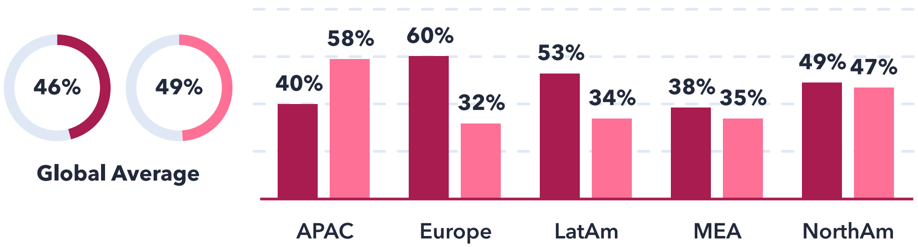
Questions: In the past month, which of the following things have you done on the internet via any device? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Mobile is Key to the Purchase Journey

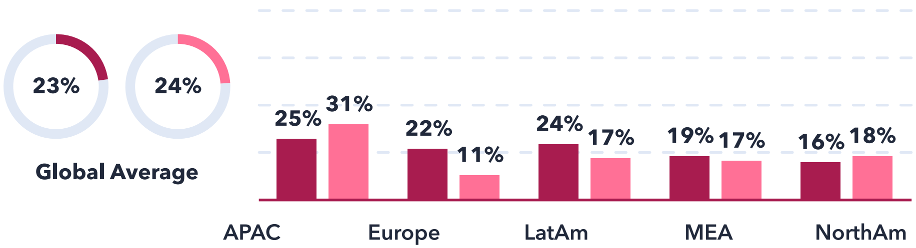
RESEARCH: SEARCHED FOR A PRODUCT/SERVICE YOU WANT TO BUY



PURCHASE: PURCHASED A PRODUCT ONLINE



ADVOCACY: POSTED A REVIEW OF A PRODUCT/COMPANY/SERVICE



Many assume that the younger generations have driven the upswing in ecommerce, but Gen X have actually been a key force, and were among the first to adopt online shopping behaviors. Almost three quarters made a purchase online last month, and just as their attachment to mobile is evident elsewhere, it's a key device throughout the purchase journey too.

If we look at the global average, Gen Xers are more likely to reach for a mobile than a PC/laptop across the research, purchase and post-purchase phases of the journey – with this overall shift only occurring in the last quarter, signaling further movement in this trend to come.

If we split across the world regions, the picture is significantly different. The only region where mobile has this lead is among APAC Gen Xers – which makes sense if we consider APAC's mobile culture more generally.

The majority of Gen Xers elsewhere, especially in Europe, are still more likely to be reaching for a desktop for these activities in the consumer journey. PCs/laptops hold the greatest lead at the actual point of purchase – possibly in part a result of the perceived security of these devices compared to mobiles, especially as 62% of Gen Xers are privacy-conscious.

As tech improves further, and smartphones become even more deeply rooted in everyday behaviors – sometimes without an alternative device option – those Gen Xers yet to shift into mobile commerce will surely make the move. This is already somewhat visible in physical purchases, with 3 in 10 Gen Xers using their smartphone to pay for an item in the past month through contactless mobile payments and a similar number scanning QR codes.

Questions: In the past month, which of the following things have you done on the internet via any device?
Source: GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

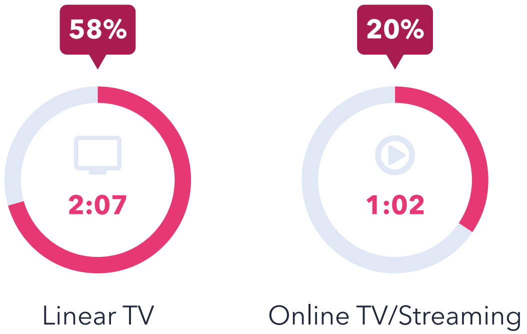
Generation X

Media Consumption

1/3 of TV Time Dedicated to OTT Media

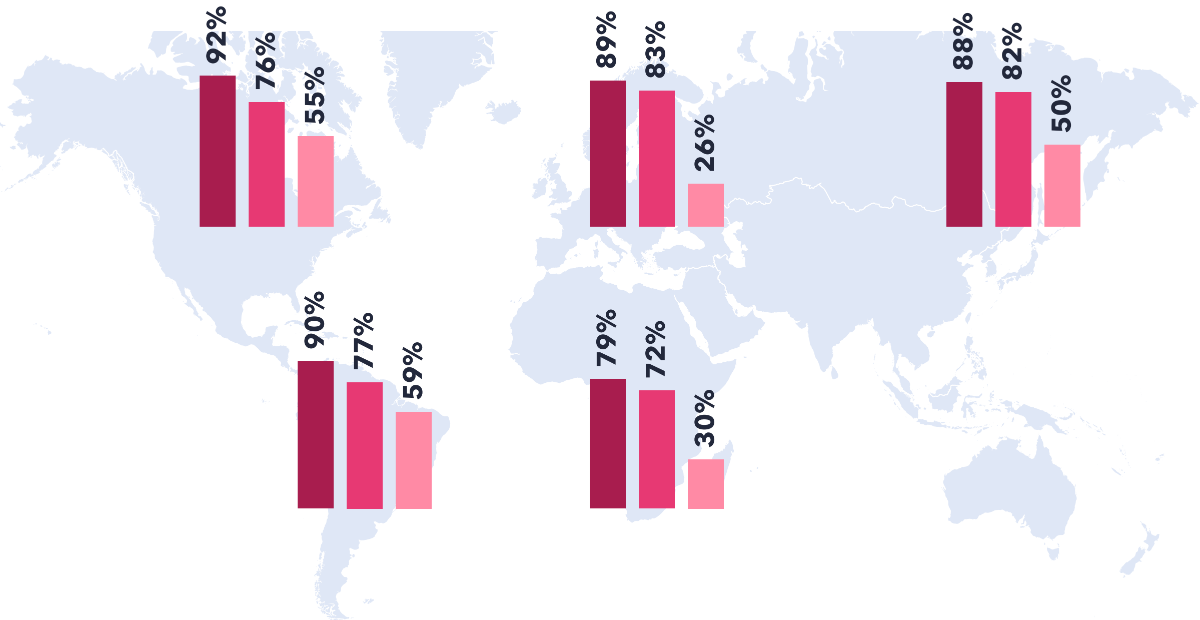
% who pay for these types of services…

DAILY TIME SPENT WATCHING…



% who watch the following TV types at least weekly

- Watch TV in any form
- Watch television live as it's broadcast on a TV channel
- Watch subscription services such as Netflix



Broadcast TV is still the biggest source of entertainment for Gen Xers, but that's not to say they haven't embraced all things digital. In fact, a third of daily time spent watching TV-based content is dedicated to online TV/streaming services, and 1 in 5 paid for a TV or movie streaming service last month, showing they're actively engaging with and paying for this new media.

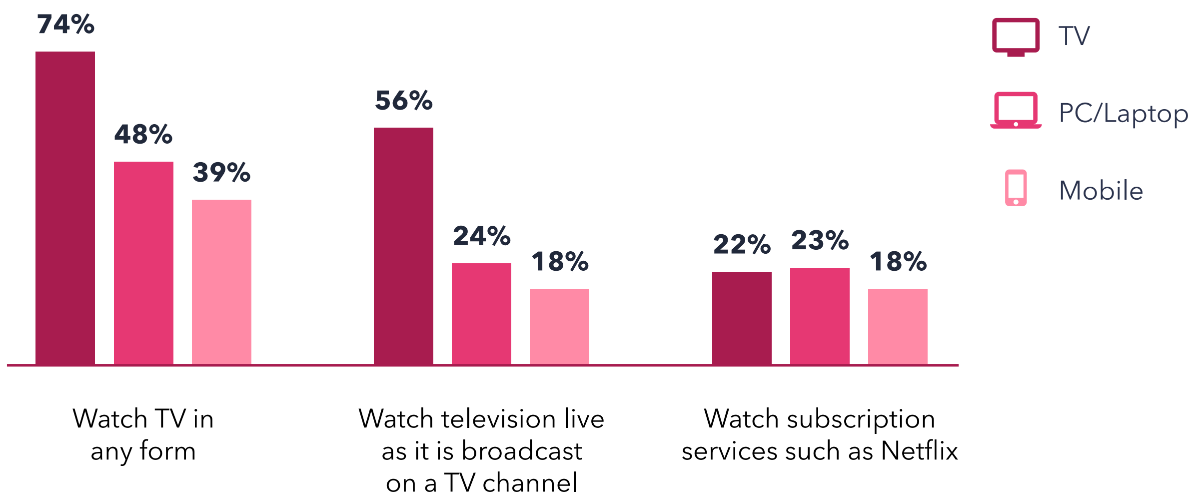
Online TV consumption among Gen Xers hits a high of 1 hour and 15 minutes a day in APAC and a low of 36 minutes in Europe. Meanwhile, Europe leads for weekly viewership of broadcast TV (83%), whereas Latin America leads for subscription services (59%).

Questions: Roughly how many hours do you spend watching television during a typical day? // Do you pay for a subscription TV service (e.g. cable, satellite TV or IPTV)? // Which of the following types of online content have you paid for in the past month? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Questions: Thinking about television, how often would you say you do the following? This could be on any device and includes anything you watch in your home, office, while traveling or any other location. **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

1/3 of TV Time Dedicated to OTT Media

% who watched these TV types last month via…



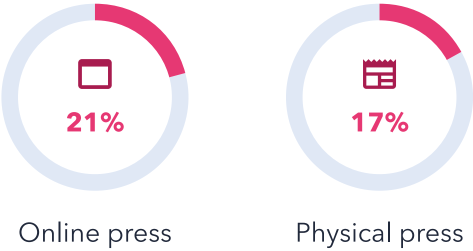
Where device preferences are concerned, Gen Xers continue to demonstrate an overwhelming preference for the traditional TV set, particularly when watching live television. PCs and laptops achieve decent figures in Latin America and APAC, however.

Although marketers seem to focus more of their efforts on younger Gen Zers or Millennials, this pattern of Gen X media consumption indicates that this generation are moving with digital media trends too, and are actually not too far behind the global pace – with the strongest indicator being that 40% are now watching some kind of TV-based content on mobile.

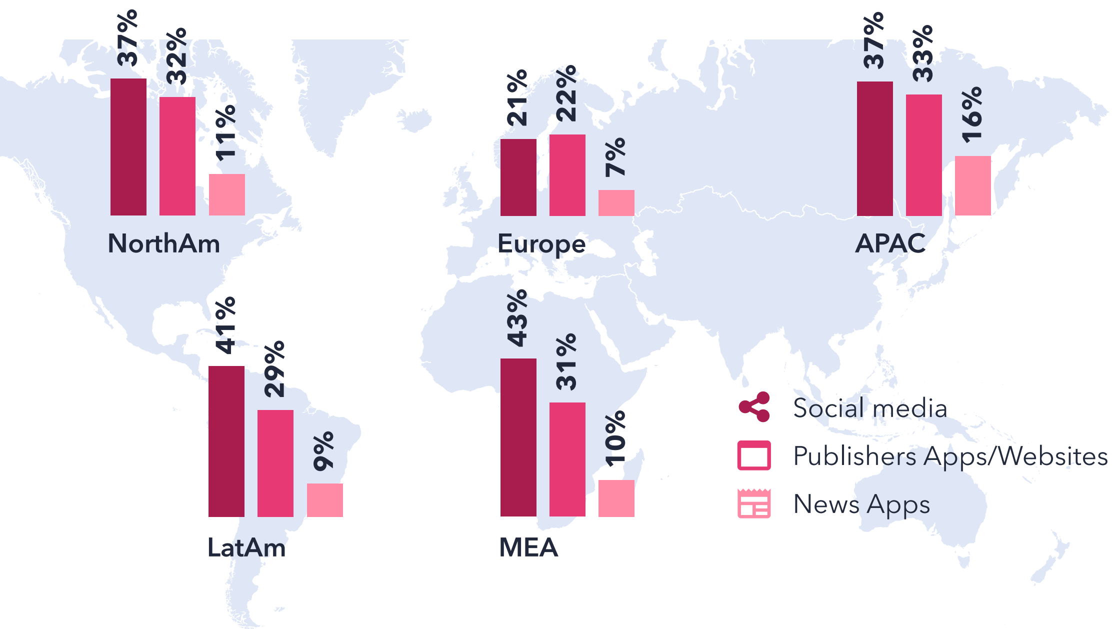
Questions: In the past month, which devices have you used to do the following? This includes any TV you watch in your home, office, while traveling or any other location. **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Online News Ahead of Print

% who spend at least one hour a day reading…



% who have consumed news* online in the last 30 days via…



Gen X's digital footprint in news consumption is another area that is worth noting when building a profile for this audience. They are now dedicating more daily time to reading digital press than print press, with the average Gen Xer reading 54 minutes of online press each day, and 1 in 5 actually devoting at least one hour to the media.

News consumption online presents a key opportunity for marketers where Gen X seek content with intent

When we look at the places online that Gen Xers are consuming news, social media emerges as the go-to, ahead of both publisher websites and curated news apps in all regions but Europe. Clearly the opportunity to consume news alongside other content resonates with Gen Xers like it does with the younger generations, and the shareability of content on social and its role as a communal discussion platform is ideal for keeping in the loop – something we explore later.

*Social Media/News Websites/Apps data aggregated from Gen Xers who have seen a video, article or story on those channels from at least one of 28 named online news services.

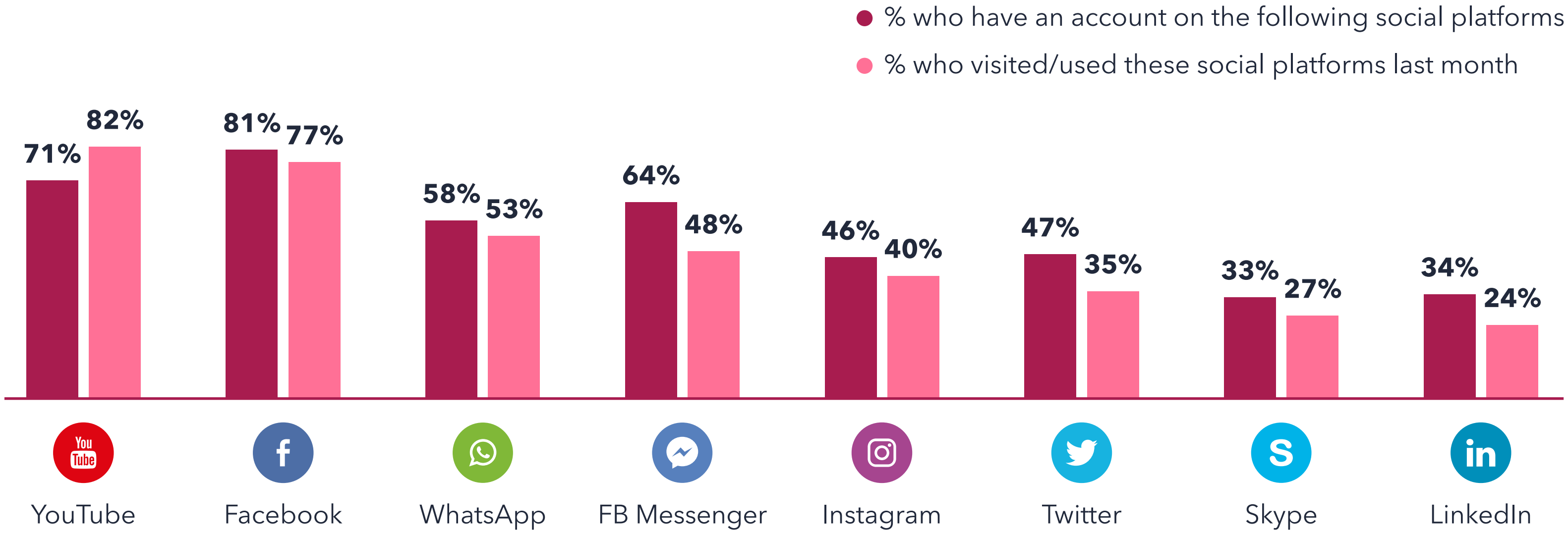
Questions: Roughly how many hours do you spend reading online or physical/printed forms of press during a typical day? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Questions: For these services, could you tell us where you have seen one of their videos, articles or stories online during the last 30 days? Please select all places that apply for each service. **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Generation X

Social Media

Facebook is Gen X's Social Hub



With Gen Xers now spending an average of almost 2 hours a day on social media (48 minutes less than Millennials), they shouldn't be hard to find online, and once engaged, they can be a quick win for marketers who position themselves well to target this generation.

Gen Xers are multi-networkers and spend an average of 1 hour and 51 minutes a day on social

In line with wider global trends, YouTube is the platform they're most likely to be visiting, with 8 in 10 doing so monthly. Facebook, however, sits 10 percentage points ahead of YouTube for membership. This highlights how Facebook is often the default starting-point for consumers in the social media landscape, but is also likely to be the first platform Gen Xers joined when it launched over a decade ago. When we look at the number of Gen Xers self-reporting actively engaging with the platforms, Facebook also comes out on top. In fact, Gen Xers are as likely as Millennials to be engaging with Facebook.

Despite being relatively time poor due to busy lifestyles, Gen Xers are multi-networkers and keep a portfolio of social accounts. The average Gen Xer has 7 social media accounts, compared to almost 10 for Millennials, and 5 for Baby Boomers. While not all networks are visited with the same frequency, Gen Xers are clearly switching between different platforms throughout the day and for different purposes – a behavior that mobile has facilitated.

Questions: Which of the following sites / applications have you visited or used in the past month via your PC / Laptop, Mobile or Tablet? // Which of the following services have you actively engaged with or contributed to in the past month via any device? **Source:** GlobalWebIndex Q4 2017 **Base:** 31,413 internet users aged 35-53 (excl. China)

Social Activities are Goal-Oriented

% who mainly use social media for the following

To stay up-to-date with news/current affairs	38%
To find funny or entertaining content	30%
To find products to buy	28%
To network for work	28%
To watch sports events	17%

% who follow these types of accounts on social

Brands you like	34%
Contacts relevant to your work	30%
News/media organizations	30%
Brand you are thinking of purchasing from	24%
Singers, musicians or bands	23%

As this busy generation lack the luxury of time to explore the digital world in the same way younger generations do, they're likely to be logging on to social media for goal-oriented activities, beyond just casual browsing. One of the top reasons why they use social media is to keep up-to-date with news and events (38%), while searching for products to buy is also a key reason for Gen X social media use.

"Gen Xers are more likely than all other generations to be following contacts relevant to their work on social"

There's further evidence for this in their following behaviors. Favorite brands (34%) are one of the top types of accounts they like to follow, and a quarter are following brands they might buy from. Gen Xers are also more likely than all other generations to be following contacts relevant to their work on social, and more than half fall under our Professional Networker social segment – clearly reflecting this audience's stage of life, and the role social media has come to play in the professional sphere.

There is even more of a need to target Gen Xers with relevant content as marketers have less windows of opportunity to engage them

Entertaining content on social media is not only resonating with younger users; 3 in 10 Gen Xers say that they mainly use social to find things that are funny or entertaining. Video content, in particular, is now a calling for many social visits. A half of Gen Xers outside China watched a video last month on Facebook, Twitter, Instagram or Snapchat, putting the generation only 4 percentage-points behind Millennials.

Questions: What are your main reasons for using social media? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Questions: Who do you follow on social media? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Generation X

Purchase Journey

Insight Report 2018

Brand Discovery: TV & Search Rule

% who find out about new brands/products/services via…

		INDEX
Ad seen on TV	**37%**	**1.03**
Search engines	**37%**	**1.01**
Word-of-mouth recommendation	**32%**	**1.03**
Ad seen online	**28%**	**0.93**
Brand/product websites	**26%**	**0.99**

TOP OVER-INDEX BY REGION

APAC	Consumer reviews
Europe	Search engines
LatAm	Ads heard on the radio
MEA	Ads heard on the radio
NorthAm	In-store product displays or promotions

Gen X may be enthusiastic about engaging with new types of media, but traditional marketing channels are still the most impactful. TV ads and search engines are the top two ways they come across new brands, products or services (at 37%), and these are especially impactful in North America – a region where linear TV is still very important in daily media schedules.

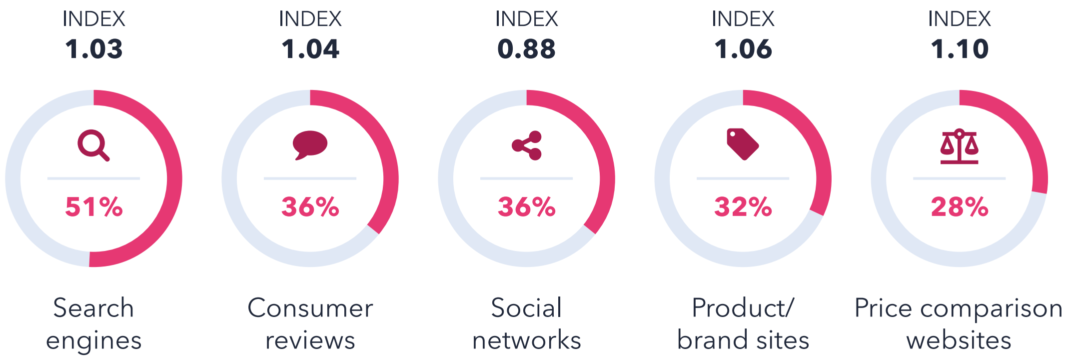
Digital channels, most notably online ads, have more of an impact than might be expected though, particularly in some of the world regions. In Latin America, for example, Gen X are almost as likely to discover brands via online ads as TV ads, and almost a fifth of Gen Xers find brands through pre-roll video ads in the region.

With a third of Gen Xers following their favorite brands on social media, many seem comfortable with seeing branded content on their newsfeeds. They've begun to incorporate social into their purchase journeys too, just as Millennials and Gen Z have; many Gen Xers are discovering brands via recommendations in their social media feeds, and they're actually not too far behind Gen Zers for this figure. Again, social is especially important for reaching those in Latin America with over 30% finding brands in this way.

Questions: In which of the following ways are you most likely to find out about new brands, products, or services? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Product Research: Search & Social

% who mainly use the following when actively doing brand/product research



TOP OVER-INDEX BY REGION

APAC	Messaging/live chat services
Europe	Price comparison websites
LatAm	Social networks
MEA	Social networks
NorthAm	Consumer reviews

Search engines are the go-to for Gen Xers wanting to further research a brand online (at 51%). Beyond this, consumer reviews and social are equally important for this generation's online research, influencing around a third. Social media is particularly impactful on those in Latin America, where over 50% of Gen Xers are now turning to social media to find out more about brands and products, and in the Middle East and Africa where social networks now actually place ahead of search engines.

Gen Xers like to do research before making purchases. Around 57% say they like to seek an expert opinion before buying products, and as a generation they're more likely to want their favorite brands to keep them up-to-date with the latest news and products. This points to the importance of offering a clear explanation of products and benefits to Gen Xers across search, social media or review sites.

For Gen Xers in MEA, social reigns over search for online product research

Questions: Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Brand Interactions

Just over half of Gen Xers visited a brand's website last month, making this the top point of interaction for brands. Perhaps one of the most defining characteristics of Gen Xers at this phase in the purchase journey is their engagement with direct email marketing ahead of newer forms of digital communication (i.e. social and video), especially in Western markets. As a generation they're more likely than younger internet users to be reading this type of correspondence from brands each month, with 28% occasionally doing so while watching TV.

Alongside the impact of social elsewhere, these platforms are also a key place for Gen Xers interacting with brands online, and they aren't far behind Millennials for this type of engagement. Around a fifth are visiting brand's social network pages, with a similar number liking or following brands last month – highlighting the need for brands targeting Gen Xers to not disregard social as a key touchpoint.

Gen Xers in Europe and North America over-index for engagement with email marketing

% who did the following online last month…

	%	INDEX
Visited a brand's website	52%	0.96
Read an email/newsletter from a brand	25%	1.04
Watched a video made by a brand	22%	0.91
Visited a brand's social network page	21%	0.96
Liked/followed a brand on a social network	20%	0.91

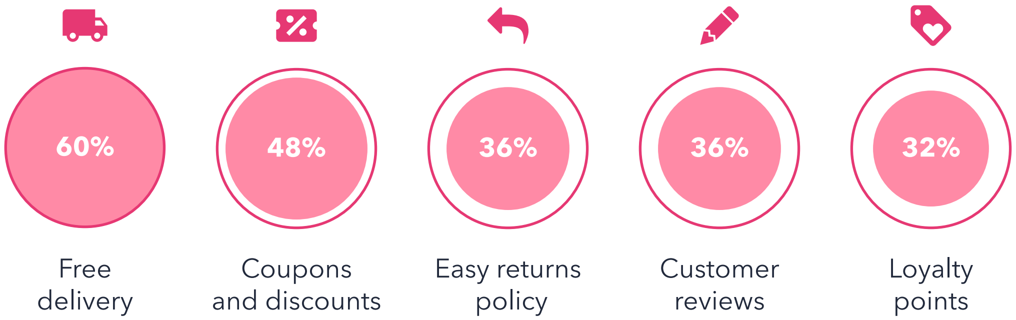
TOP OVER-INDEX BY REGION

APAC	Interacted with a brand on a messaging app
Europe	Read an email/newsletter from a brand
LatAm	Used a social networking share button
MEA	Visited a brand's social network page
NorthAm	Read an email/newsletter from a brand

Question: Which of the following actions have you done online in the past month? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Rewards Lead to Purchase & Loyalty

% who would be motivated to make a purchase by the following



In terms of spending power, Gen Xers are where it's at. A quarter sit within the top 25% income bracket, and with more spending power than younger generations, big ticket spending decisions will be more common. That isn't to say that Gen Xers aren't price-conscious though, they're actually very much the opposite.

3 in 4 say they always try to find the best deals before purchase, and Gen Xers are the most likely of all generations to value price over brand name

After free delivery, around a half are motivated by coupons or discounts to make a purchase. Out of all generations, they're also the most likely to value the possibility of receiving loyalty points when purchasing, with many being happy to advocate brands in return. And if brands get it right, Gen Xers are the generation most likely to be loyal, with 3 in 5 agreeing that once they find a brand they like, they'll stick with it.

TOP OVER-INDEX BY REGION

APAC	Option to use "buy" buttons on social media
Europe	Free delivery
LatAm	Quick/easy online checkout process
MEA	Click & collect delivery
NorthAm	"Guest" checkout

Question: When shopping online, which of these features would most increase your likelihood of buying a product? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Rewards Lead to Purchase & Loyalty

% who would be motivated to promote a favorite brand online by the following

High-quality products	48%
Rewards (e.g. discounts, free gifts)	44%
Great customer service	34%
Something is relevant to my interests	33%
Love for the brand	31%

TOP OVER-INDEX BY REGION

APAC	When something enhances my online popularity
Europe	Rewards (e.g. discounts, free gifts)
LatAm	Having insider knowledge about the brand
MEA	When I've received great customer service
NorthAm	When I've received great customer service

That's not to say that rewards completely outweigh quality though. High-quality products are the biggest driver of brand advocacy, followed closely by rewards. The key point is that they're prepared to spend money, but they want value for money – whether that's reflected in the quality of the product/service, the customer service received, or through other rewarding returns.

As with any generation, the deal-breaker is to understand the needs of Gen Xers without generalization, tailoring brand message and strategy accordingly. After all, with spending power in mind, Gen X's return and interaction is potentially more rewarding than any other.

Question: What would most motivate you to promote your favorite brand online? **Source:** GlobalWebIndex Q4 2017 **Base:** 36,246 internet users aged 35-53

Notes on Methodology

This report draws insights from GlobalWebIndex's Q4 2017 wave of research with a global sample size of 94,314 (with 77,814 surveys completed on PC/laptop/tablet and 16,500 surveys completed on mobile).

OUR RESEARCH

Each year, GlobalWebIndex interviews over 350,000 internet users aged 16-64. Respondents complete an **online questionnaire** that asks them a wide range of questions about their lives, lifestyles and digital behaviors. **We source these respondents in partnership with a number of industry-leading panel providers.** Each respondent who takes a GlobalWebIndex survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and **no respondent can participate in our survey more than once a year** (with the exception of internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

OUR QUOTAS

To ensure that **our research is reflective of the online population in each market, we set appropriate quotas on age, gender and education** – meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of people with secondary vs tertiary education. To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources.

This research is also used to calculate the "weight" of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

MOBILE SURVEY RESPONDENTS

From Q1 2017 on, GlobalWebIndex has offered our Core survey on mobile. This allows us to survey internet users who prefer using a mobile or are mobile-only (who use a mobile to get online but do not use or own any other device). Mobile respondents complete a shorter version of our Core survey, answering 50 questions, all carefully adapted to be compatible with mobile screens.

Please note that the sample sizes presented in the charts throughout this report may differ as some will include both mobile and PC/laptop/tablet respondents and others will include only respondents who completed GlobalWebIndex's Core survey via PC/laptop/tablet. For more details on our methodology for mobile surveys and the questions asked to mobile respondents, please download **this document.**

GLOBALWEBINDEX SAMPLE SIZE BY MARKET

This report draws insights from GlobalWebIndex's Q4 2017 wave of research across 42 countries, which had a global sample size of 97,317 (with 80,267 surveys completed on PC/laptop/tablet and 17,050 surveys completed on mobile). Among this sample there were 36,246 internet users from Generation X.

Argentina	593	Ireland	607	Saudi Arabia	498
Australia	496	Italy	1,080	Singapore	633
Austria	511	Japan	810	South Africa	542
Belgium	522	Kenya	168	South Korea	585
Brazil	729	Malaysia	452	Spain	1,144
Canada	967	Mexico	506	Sweden	481
China	4,833	Morocco	205	Switzerland	506
Egypt	353	Netherlands	520	Taiwan	515
France	986	New Zealand	518	Thailand	491
Germany	989	Nigeria	164	Turkey	565
Ghana	111	Philippines	358	UAE	514
Hong Kong	562	Poland	482	UK	3,292
India	739	Portugal	544	United States	5,961
Indonesia	356	Russia	1,007	Vietnam	351

Notes on Methodology: Internet Penetration Rates

ACROSS GLOBALWEBINDEX'S MARKETS

GlobalWebIndex's research focuses exclusively on the internet population and because internet penetration rates can vary significantly between countries (from a high of 90%+ in parts of Europe to lows of c.20% in parts of APAC), the nature of our samples is impacted accordingly.

Where a market has a high internet penetration rate, its online population will be relatively similar to its total population and hence we will see good representation across all age, gender and education breaks. This is typically the case across North America, Western Europe and parts of Asia Pacific such as Japan, Australia and New Zealand. Where a market has a medium to low internet penetration, its online population can be very different to its total population; broadly speaking, the **lower the country's overall internet penetration rate, the more likely it is that its internet users will be young, urban, affluent and educated.** This is the case throughout much of LatAm, MEA and Asia Pacific.

This table provides GlobalWebIndex forecasts on internet penetration (defined as the number of internet users per 100 people) in 2018. This forecasted data is based upon the latest internet penetration estimates from the International Telecommunication Union (ITU) for each market that GlobalWebIndex conducts online research in.

INTERNET PENETRATION RATES: GLOBALWEBINDEX VERSUS ITU FIGURES

As GlobalWebIndex's Core Research is conducted among 16-64 year-olds, we supplement the internet penetration forecasts for a country's total population (reproduced above) with internet penetration forecasts for 16-64s specifically.

Forecasts for 16-64s will be higher than our forecasts for total population, since 16-64s are the most likely age groups to be using the internet.

INTERNET PENETRATION RATES

GlobalWebIndex's Forecasts for 2018 based on 2016 ITU data

Table below refers to the total population in each market

Argentina	77.1%	Ireland	84.0%	Saudi Arabia	81.3%
Australia	90.4%	Italy	62.1%	Singapore	84.3%
Austria	86.3%	Japan	95.8%	South Africa	60.9%
Belgium	89.0%	Kenya	37.9%	South Korea	94.5%
Brazil	65.9%	Malaysia	81.2%	Spain	85.2%
Canada	92.3%	Mexico	69.5%	Sweden	89.0%
China	58.4%	Morocco	59.4%	Switzerland	90.6%
Egypt	45.2%	Netherlands	90.4%	Taiwan	81.1%
France	87.5%	New Zealand	91.6%	Thailand	57.8%
Germany	91.9%	Nigeria	32.5%	Turkey	64.2%
Ghana	45.6%	Philippines	60.8%	UAE	93.4%
Hong Kong	91.8%	Poland	76.6%	UK	96.1%
India	40.1%	Portugal	75.1%	USA	79.0%
Indonesia	32.7%	Russia	81.3%	Vietnam	51.2%

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The questions and data-points featured in this report are available to explore on our Platform. They can be analyzed by any audience, data range or selection of countries/regions, with users able to build bespoke audiences based on our wide range of demographic, attitudinal and behavioral variables.

Each chart is accompanied by a hyperlink which will take you to the appropriate section on our Platform; simply click on the relevant link to start exploring the data further

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