AudienceProject

INSIGHTS
2017

**Apps & Social Media Usage
in the US, UK & Nordics**

CONTENTS

EDITORIAL

Google and Facebook in control of the app and social media sphere

The Google-Facebook duopoly becomes apparent when looking at the top mobile apps - more than 50% of the top apps are owned by the tech mastodons

What you are reading right now is our most ambitious study so far. Based on more than 14.000 respondents across six countries we take a deep dive into the usage of apps and social media in the Nordics - and for the first time also in the US and UK.

Not surprisingly, a lot of findings are comparable in all six markets. Facebook is ruling social media and the mobile phone. Generally, the huge international tech companies Google (including YouTube), Facebook (including Instagram and WhatsApp) and Snapchat dominate the top lists with 65% of the spots across all countries.

However, there are also huge differences. Amazon and eBay are prominent in the US and UK, but nowhere near the top in the Nordics. And while there are no finance or mobile payment apps in the top ten apps in both US, UK and Finland, the picture is completely different in Denmark, Norway and especially Sweden, where BankID is the number one app tilting Facebook from the top spot.

Taking a closer look at mobile banking, we can see that the services have a high penetration in the Nordics based on local players, while it is still maturing in the US and UK with PayPal leading the way.

With more than 90 pages of insights it's impossible to sum it all up in a few sentences. Instead I welcome you take a closer look. Please enjoy!

Rune Werliin
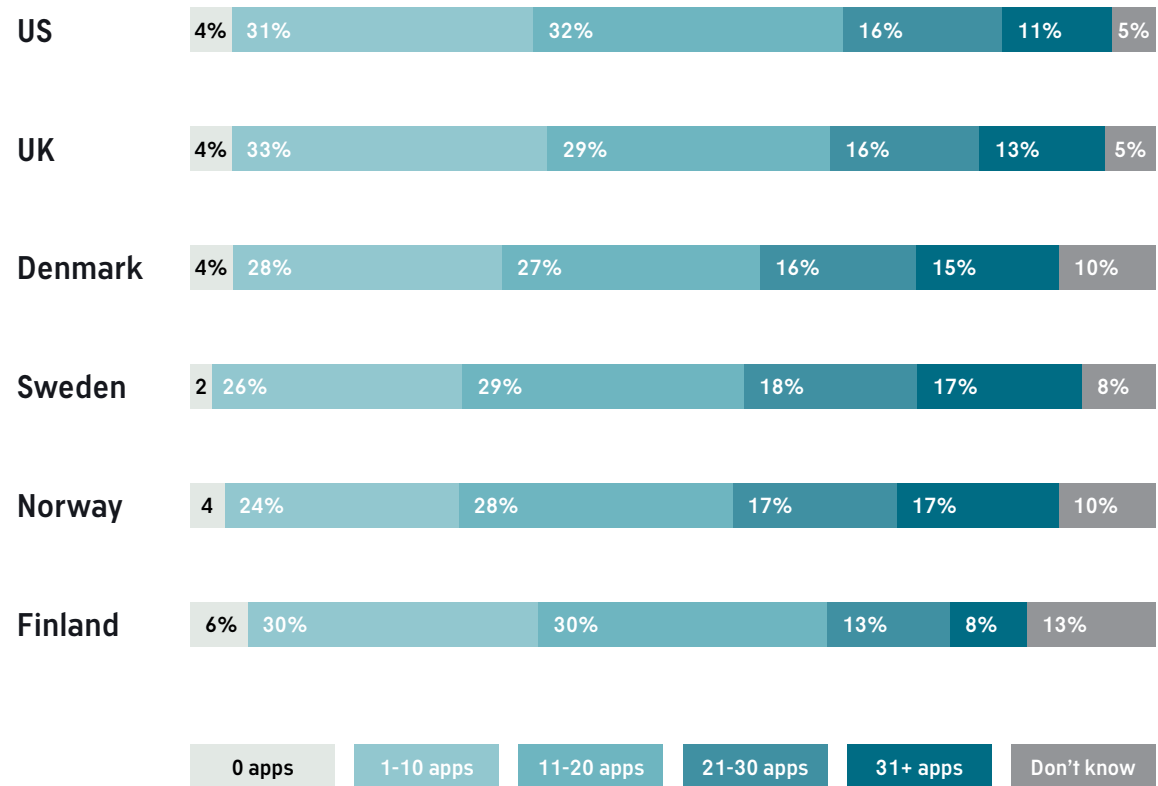Head of Marketing & Communication @ AudienceProject

APPS

Facebook is considered the most important app in both the US, UK, Denmark and Norway, but in Sweden and Finland it is relegated to second place as BankID and WhatsApp take the first place in Sweden and Finland respectively.

Number of mobile apps installed

[How many apps have people installed on their mobiles excluding pre-installed apps]

US	4%	31%	32%	16%	11%	5%
UK	4%	33%	29%	16%	13%	5%
Denmark	4%	28%	27%	16%	15%	10%
Sweden	2	26%	29%	18%	17%	8%
Norway	4	24%	28%	17%	17%	10%
Finland	6%	30%	30%	13%	8%	13%

0 apps   1-10 apps   11-20 apps   21-30 apps   31+ apps   Don't know

Top mobile apps in the US

[How many name the following apps as one
of the three apps they least can do without]

App	Percentage
Facebook	26%
Amazon	11%
YouTube	11%
Instagram	10%
Twitter	8%
Google Maps	6%
Snapchat	6%
Chrome	5%
The Weather	5%
Gmail	5%
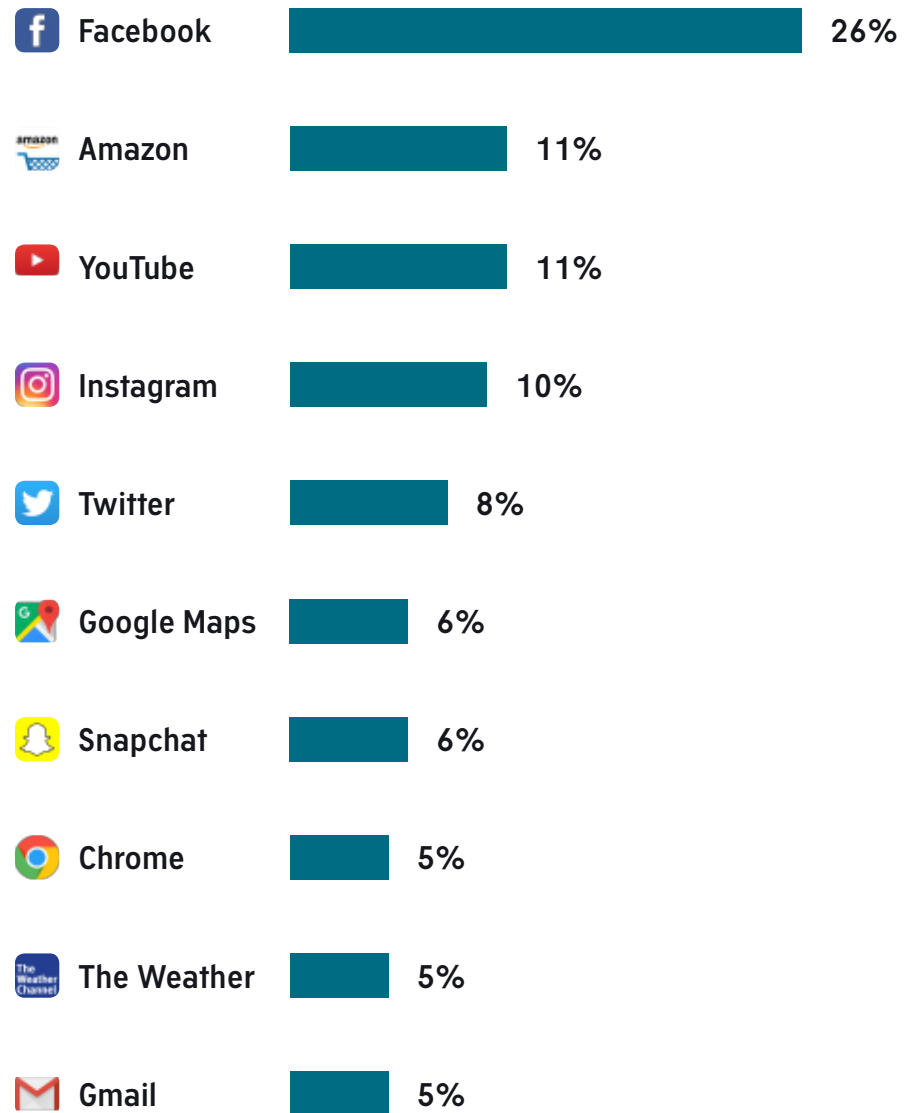
Top mobile apps in the US - Gender

[How many men and women name the following apps as one of the three apps they least can do without]
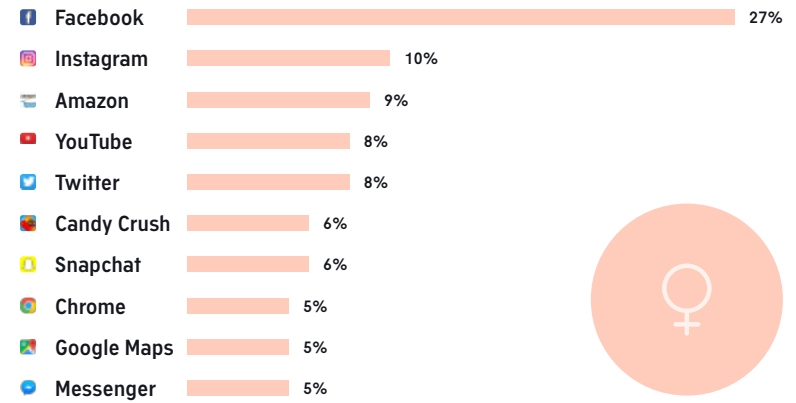
App	Men
Facebook	26%
YouTube	14%
Amazon	13%
Instagram	9%
Twitter	8%
Google Maps	8%
Gmail	6%
The Weather	6%
Chrome	6%
Snapchat	5%

App	Women
Facebook	27%
Instagram	10%
Amazon	9%
YouTube	8%
Twitter	8%
Candy Crush	6%
Snapchat	6%
Chrome	5%
Google Maps	5%
Messenger	5%
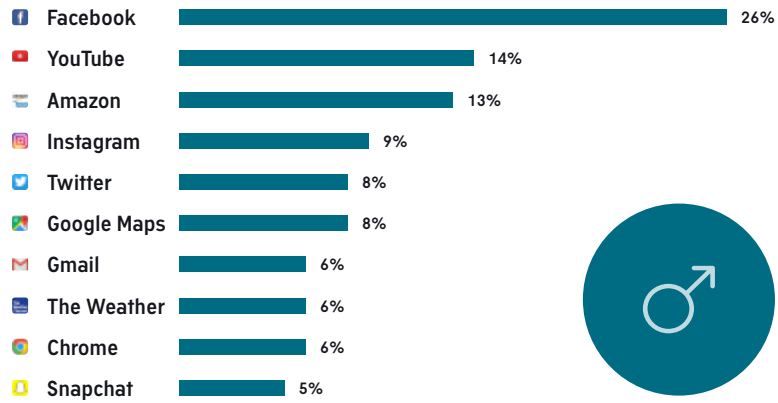
Top mobile apps in the US - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

15-25	26-35	36-45	46-55	56+
1 Facebook	1 Facebook	1 Facebook	1 Facebook	1 Facebook
2 YouTube	2 YouTube	2 Amazon	2 Amazon	2 Amazon
3 Instagram	3 Instagram	3 Twitter	3 Google Maps	3 The Weather
4 Snapchat	4 Amazon	4 YouTube	4 The Weather	4 Google Maps
5 Twitter	5 WhatsApp	5 Candy Crush	5 Twitter	5 Google
6 Amazon	6 Twitter	6 Instagram	6 Pandora	6 Gmail
7 Spotify	7 Gmail	7 Google Maps	7 YouTube	7 Twitter
8 Chrome	8 Candy Crush	8 Chrome	8 Chrome	8 Candy Crush
9 Netflix	9 Chrome	9 Gmail	9 Gmail	9 Pandora
10 Messenger	10 Google Maps	10 The Weather	10 Candy Crush	10 Chrome

Top mobile apps by category in the US

[How many name the following app categories as one of the three they spend most time on]

Category	
Browser	51%
Social media / Chat	51%
Mail	41%
Games	33%
Music / Radio	29%
Finance / Bank	20%
News	17%
Shopping	15%
Weather	14%
TV / Series / Movies	11%
Travel	5%
Other	10%
Don't know	3%

Top mobile apps in the UK

[How many name the following apps as one of the three apps they least can do without]

Facebook **32%**

WhatsApp **18%**

Messenger **11%**

Twitter **10%**

Instagram **9%**

Google Maps **8%**

Snapchat **6%**

YouTube **6%**

Amazon **6%**

eBay **5%**

Top mobile apps in the UK - Gender

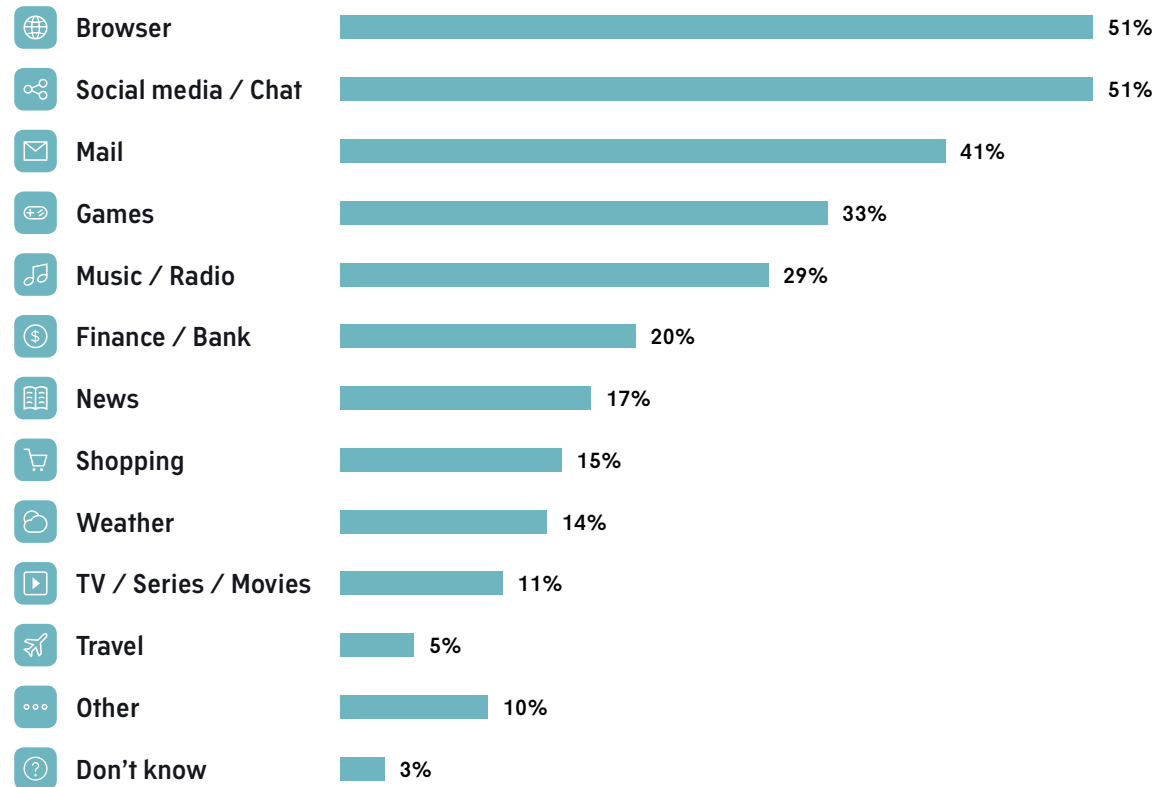[How many men and women name the following apps as one of the three apps they least can do without]

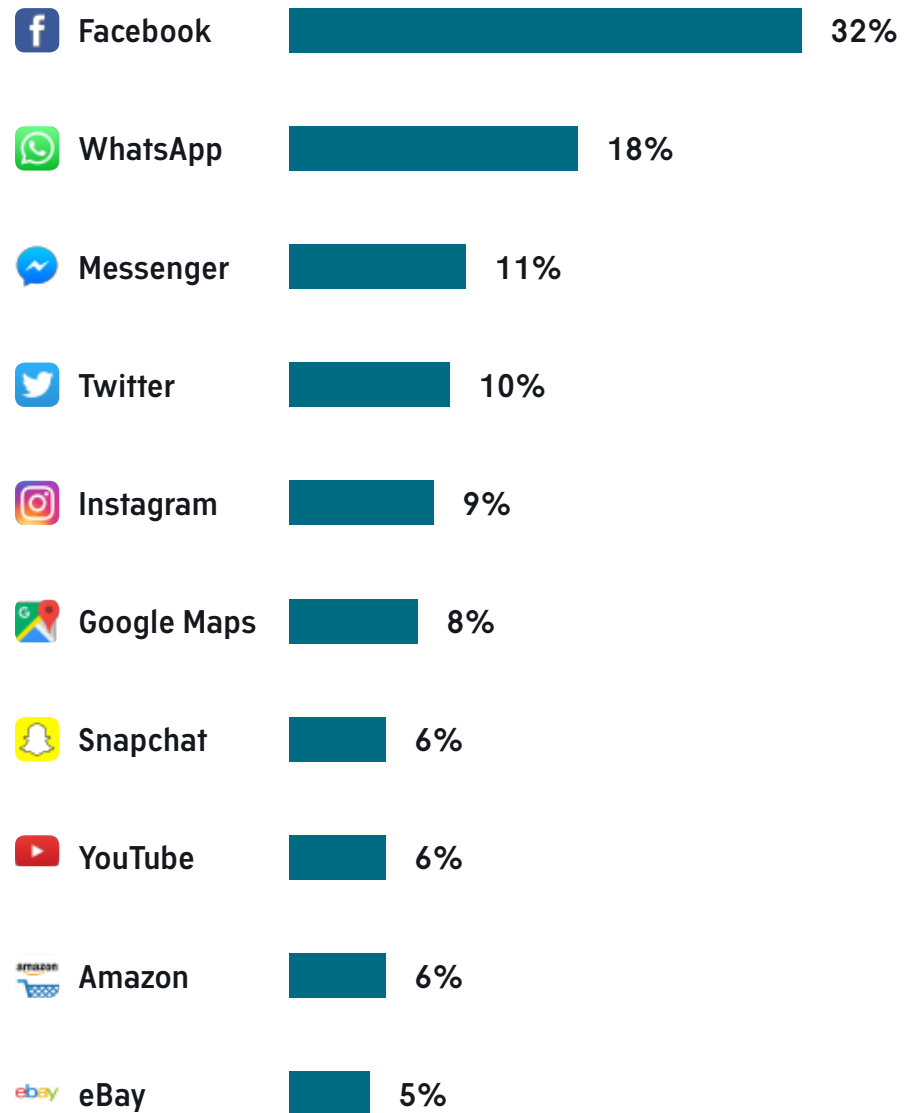| App	Men
Facebook	28%
WhatsApp	16%
Twitter	11%
Google Maps	10%
Messenger	9%
Instagram	7%
YouTube	7%
Snapchat	6%
Spotify	5%
Amazon	5%

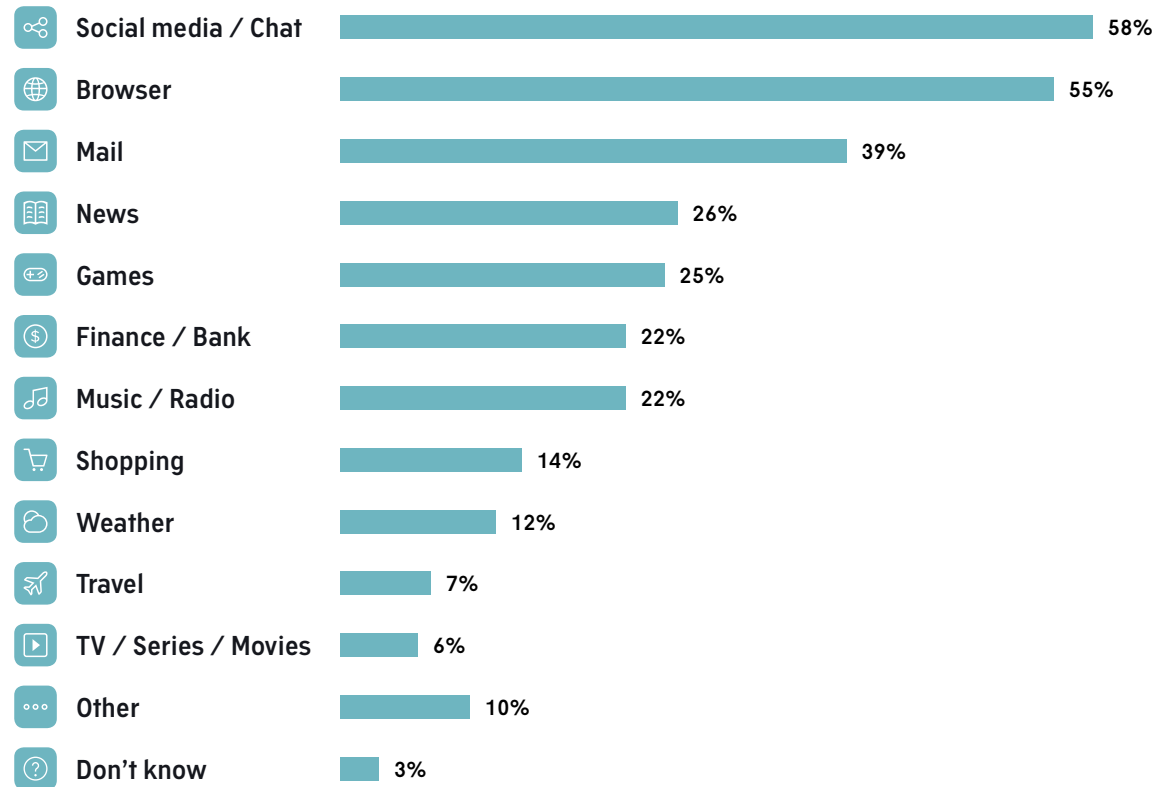| App	Women
Facebook	37%
WhatsApp	20%
Messenger	12%
Instagram	11%
Twitter	9%
Snapchat	7%
Google Maps	7%
Amazon	7%
YouTube	6%
eBay	6%
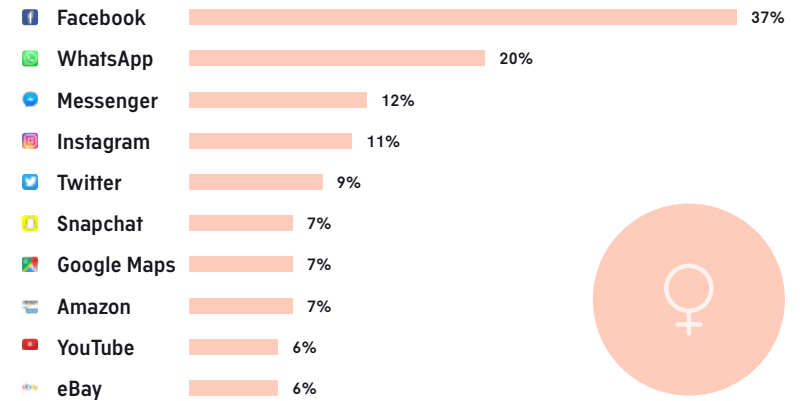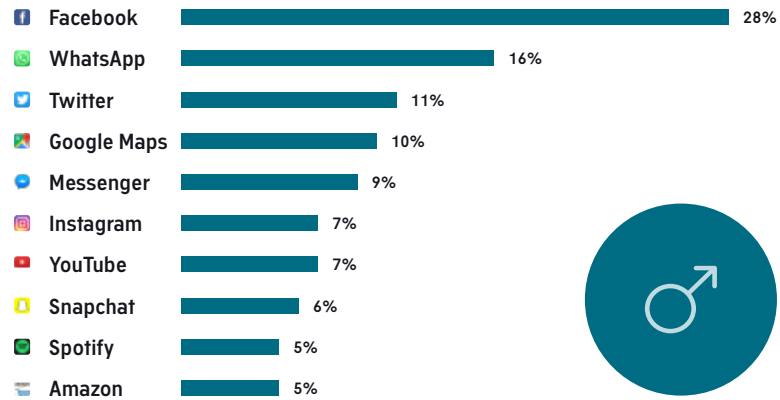
Top mobile apps in the UK - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

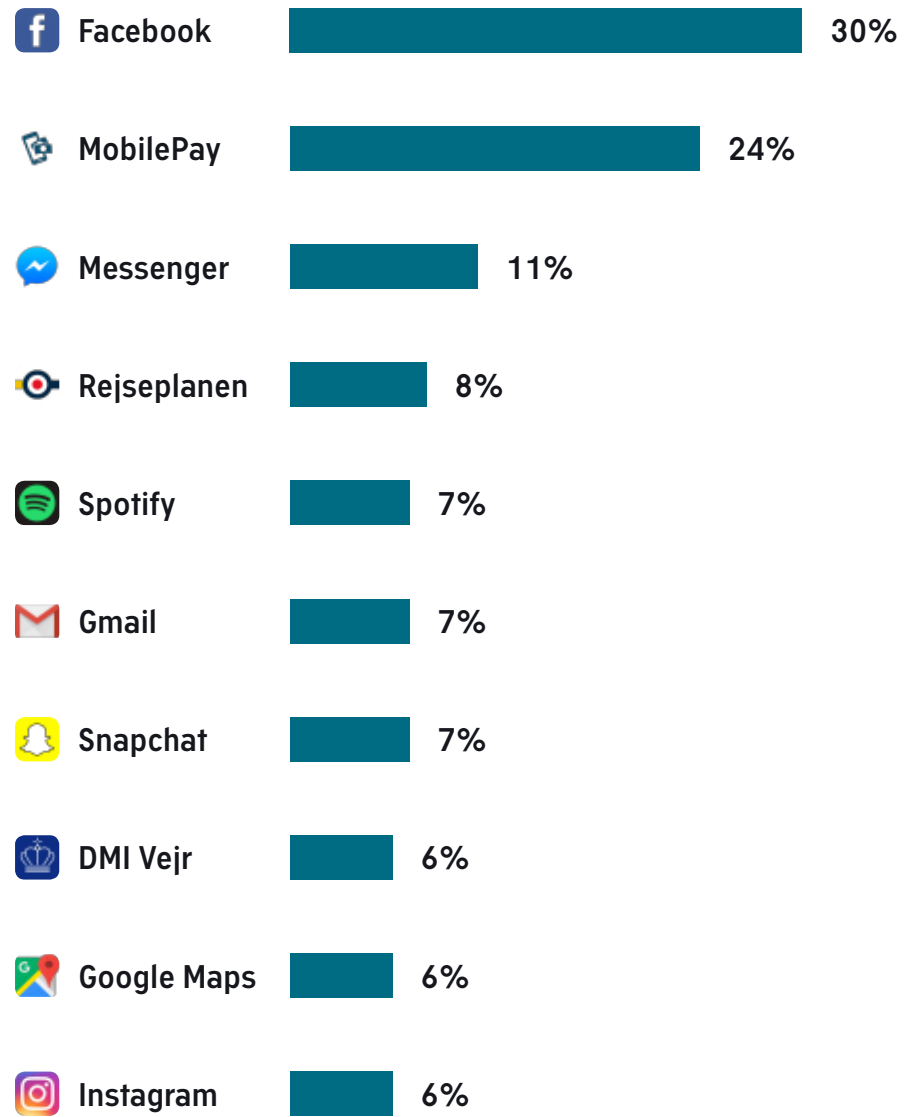| 15-25	26-35	36-45	46-55	56+
1 Facebook	1 Facebook	1 Facebook	1 Facebook	1 Facebook
2 Instagram	2 WhatsApp	2 WhatsApp	2 WhatsApp	2 WhatsApp
3 Snapchat	3 Messenger	3 Messenger	3 Google Maps	3 Google Maps
4 Messenger	4 Twitter	4 Google Maps	4 Twitter	4 Amazon
5 WhatsApp	5 Instagram	5 eBay	5 Messenger	5 BBC News
6 Twitter	6 Google Maps	6 Twitter	6 Amazon	6 Twitter
7 YouTube	7 Spotify	7 Amazon	7 eBay	7 Messenger
8 Google Maps	8 YouTube	8 Spotify	8 YouTube	8 iPlayer Radio
9 Spotify	9 Snapchat	9 YouTube	9 Candy Crush	9 eBay
10 Amazon	10 Gmail	10 Gmail	10 BBC News	10 Google

Top mobile apps by category in the UK

[How many name the following app categories as one of the three they spend most time on]

Category	Percentage
Social media / Chat	58%
Browser	55%
Mail	39%
News	26%
Games	25%
Finance / Bank	22%
Music / Radio	22%
Shopping	14%
Weather	12%
Travel	7%
TV / Series / Movies	6%
Other	10%
Don't know	3%

Top mobile apps in Denmark

[How many name the following apps as one
of the three apps they least can do without]

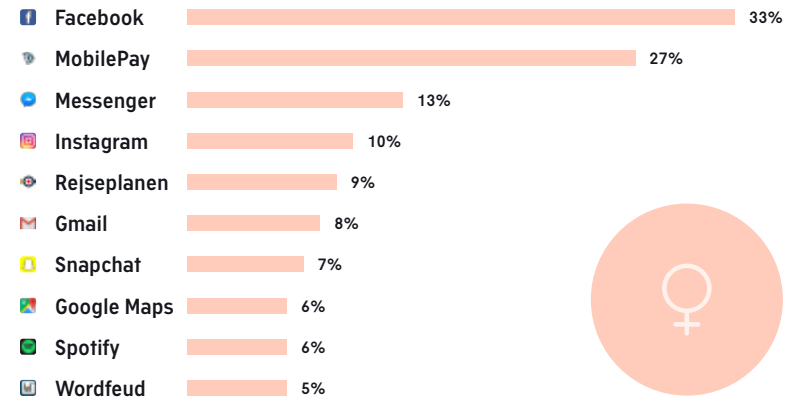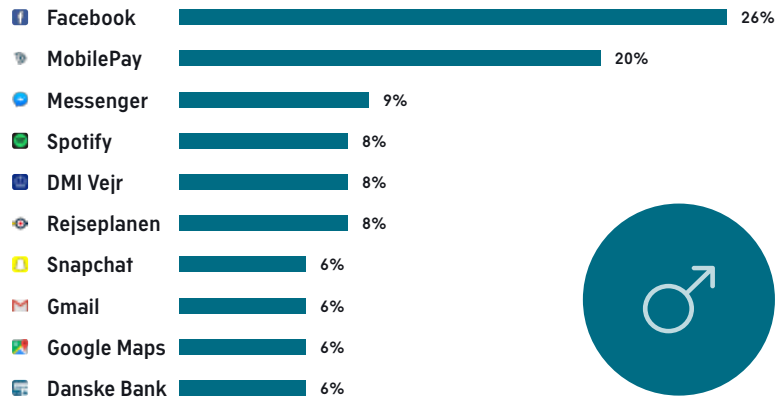| App	%
Facebook	30%
MobilePay	24%
Messenger	11%
Rejseplanen	8%
Spotify	7%
Gmail	7%
Snapchat	7%
DMI Vejr	6%
Google Maps	6%
Instagram	6%

Top mobile apps in Denmark from 2016 to 2017

[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

Q1 2016		Q4 2016		Q2 2017		
Facebook	32%	Facebook	32%	Facebook	0 →	30%
MobilePay	23%	MobilePay	24%	MobilePay	0 →	24%
Rejseplanen	11%	Messenger	10%	Messenger	0 →	11%
Messenger	9%	Google Maps	9%	Rejseplanen	4 ↑	8%
Snapchat	8%	Gmail	7%	Spotify	2 ↑	7%
Instagram	7%	Instagram	7%	Gmail	1 ↓	7%
DR Nyheder	7%	Spotify	7%	Snapchat	2 ↑	7%
Google	6%	Rejseplanen	6%	DMI Vejr	3 ↑	6%
e-Boks	5%	Snapchat	6%	Google Maps	5 ↓	6%
Spotify	5%	Danske Bank	6%	Instagram	4 ↓	6%

Top mobile apps in Denmark - Gender

[How many men and women name the following apps as one of the three apps they least can do without]

Men

App	%
Facebook	26%
MobilePay	20%
Messenger	9%
Spotify	8%
DMI Vejr	8%
Rejseplanen	8%
Snapchat	6%
Gmail	6%
Google Maps	6%
Danske Bank	6%

Women

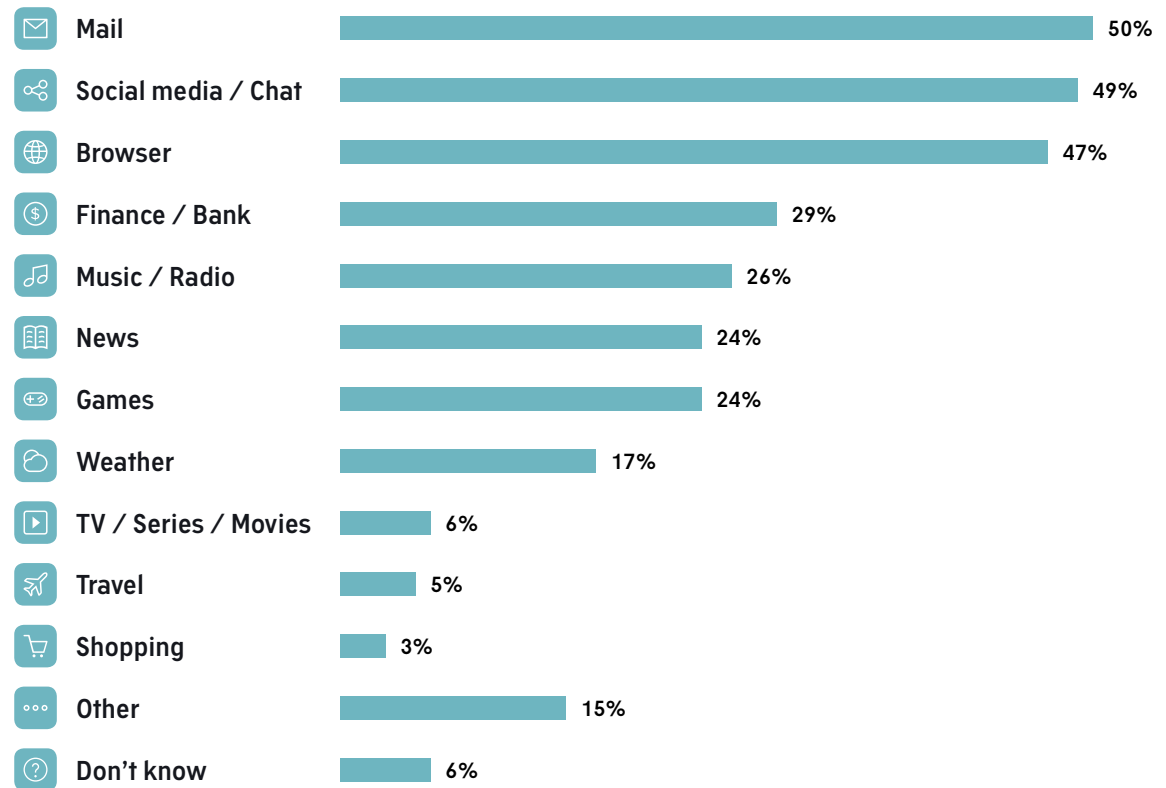| App	%
Facebook	33%
MobilePay	27%
Messenger	13%
Instagram	10%
Rejseplanen	9%
Gmail	8%
Snapchat	7%
Google Maps	6%
Spotify	6%
Wordfeud	5%

Top mobile apps in Denmark - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

15-25	26-35	36-45	46-55	56+
1 Facebook	1 Facebook	1 Facebook	1 MobilePay	1 MobilePay
2 Messenger	2 MobilePay	2 MobilePay	2 Facebook	2 Facebook
3 Snapchat	3 Messenger	3 Google Maps	3 Rejseplanen	3 DMI Vejr
4 MobilePay	4 Spotify	4 Gmail	4 DMI Vejr	4 Danske Bank
5 Spotify	5 Rejseplanen	5 DMI Vejr	5 Gmail	5 Gmail
6 Instagram	6 Google Maps	6 Messenger	6 DR Nyheder	6 Rejseplanen
7 Rejseplanen	7 Gmail	7 DR Nyheder	7 TV 2 Nyheder	7 Google Maps
8 Gmail	8 Instagram	8 Rejseplanen	8 Danske Bank	8 TV 2 Nyheder
9 Google Maps	9 Nordea	9 e-Boks	9 Wordfeud	9 Google
10 e-Boks	10 DMI Vejr	10 Wordfeud	10 e-Boks	10 Chrome

Top mobile apps by category in Denmark

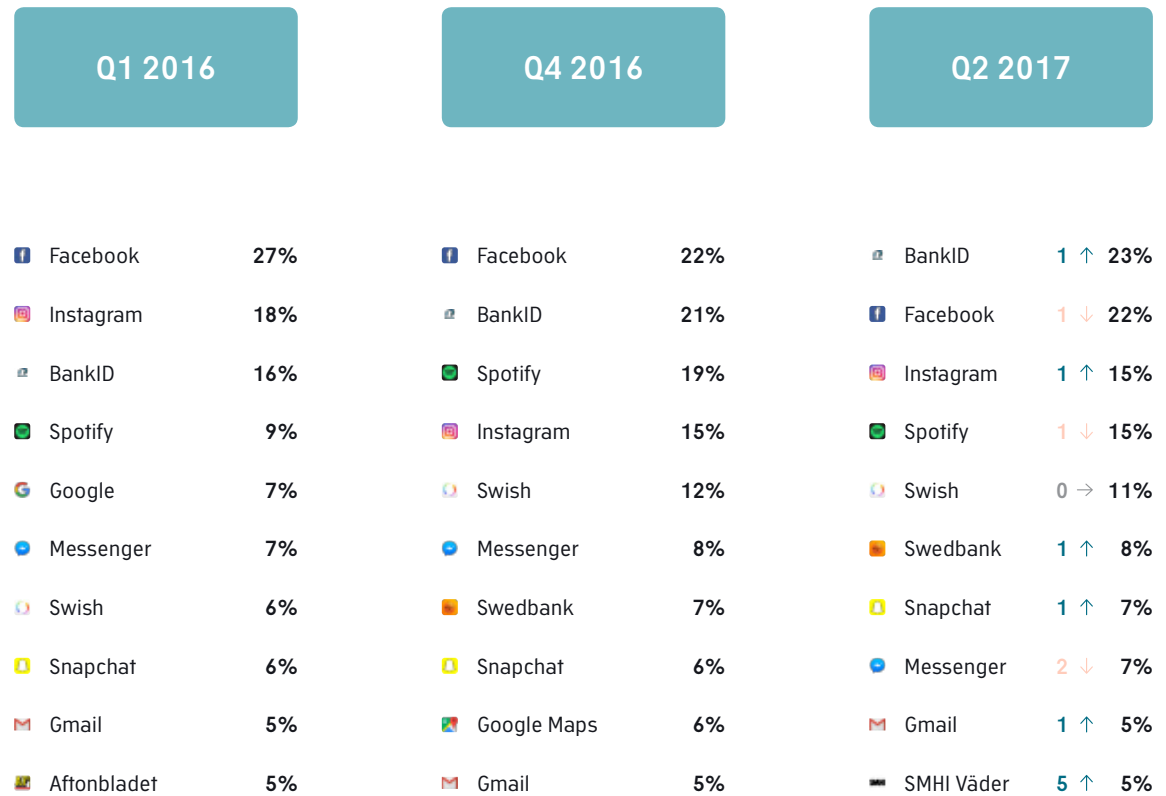[How many name the following app categories as one of the three they spend most time on]

Category	Percentage
Mail	50%
Social media / Chat	49%
Browser	47%
Finance / Bank	29%
Music / Radio	26%
News	24%
Games	24%
Weather	17%
TV / Series / Movies	6%
Travel	5%
Shopping	3%
Other	15%
Don't know	6%

Top mobile apps in Sweden

[How many name the following apps as one
of the three apps they least can do without]

BankID — 23%

Facebook — 22%

Instagram — 15%

Spotify — 15%

Swish — 11%

Swedbank — 8%

Snapchat — 7%

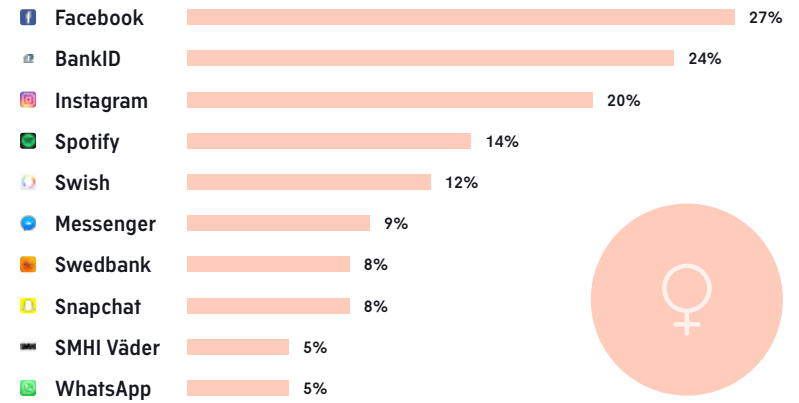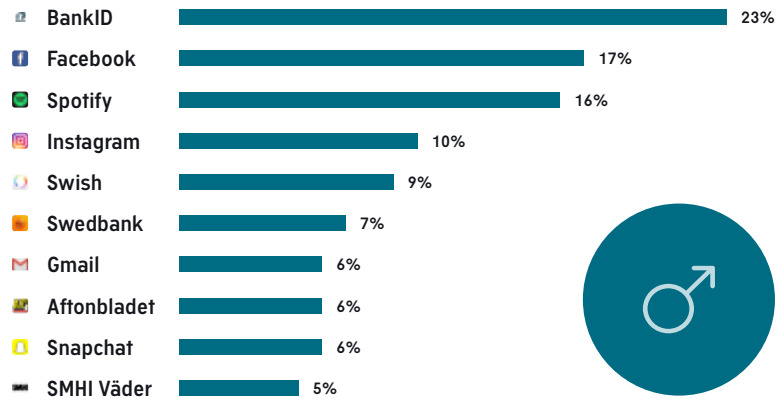Messenger — 7%

Gmail — 5%

SMHI Väder — 5%
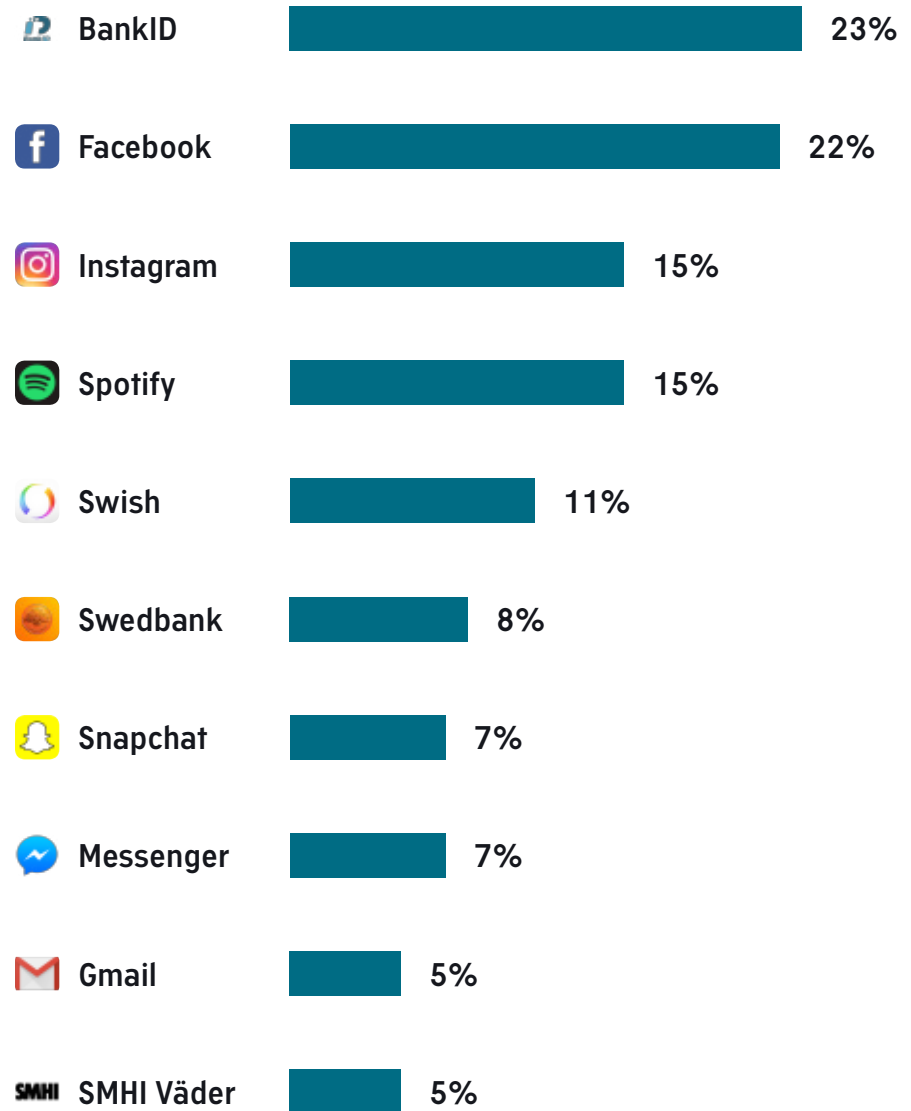
Top mobile apps in Sweden from 2016 to 2017

[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]
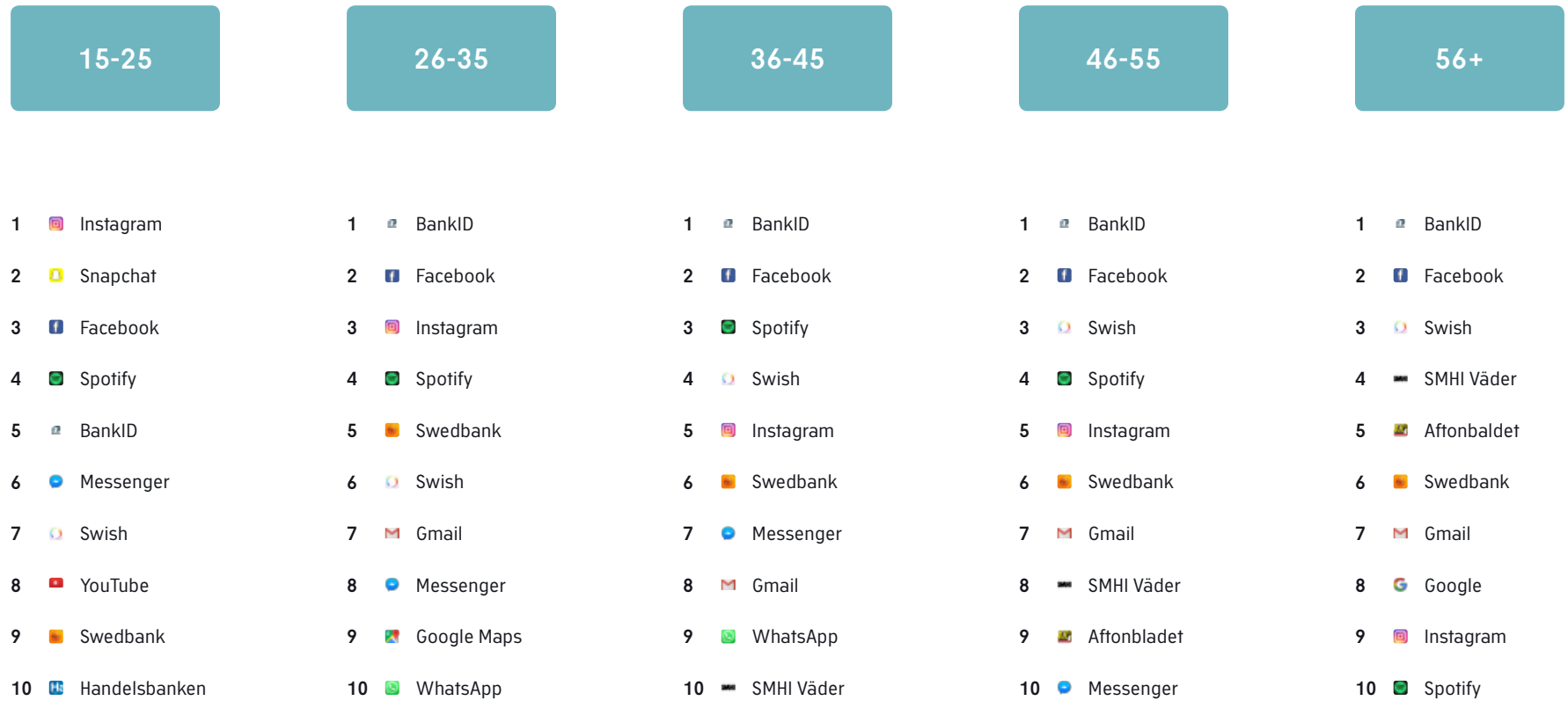
Q1 2016		Q4 2016		Q2 2017		
Facebook	27%	Facebook	22%	BankID	1 ↑	23%
Instagram	18%	BankID	21%	Facebook	1 ↓	22%
BankID	16%	Spotify	19%	Instagram	1 ↑	15%
Spotify	9%	Instagram	15%	Spotify	1 ↓	15%
Google	7%	Swish	12%	Swish	0 →	11%
Messenger	7%	Messenger	8%	Swedbank	1 ↑	8%
Swish	6%	Swedbank	7%	Snapchat	1 ↑	7%
Snapchat	6%	Snapchat	6%	Messenger	2 ↓	7%
Gmail	5%	Google Maps	6%	Gmail	1 ↑	5%
Aftonbladet	5%	Gmail	5%	SMHI Väder	5 ↑	5%

Top mobile apps in Sweden - Gender

[How many men and women name the following apps as one of the three apps they least can do without]

Male

App	%
BankID	23%
Facebook	17%
Spotify	16%
Instagram	10%
Swish	9%
Swedbank	7%
Gmail	6%
Aftonbladet	6%
Snapchat	6%
SMHI Väder	5%

Female

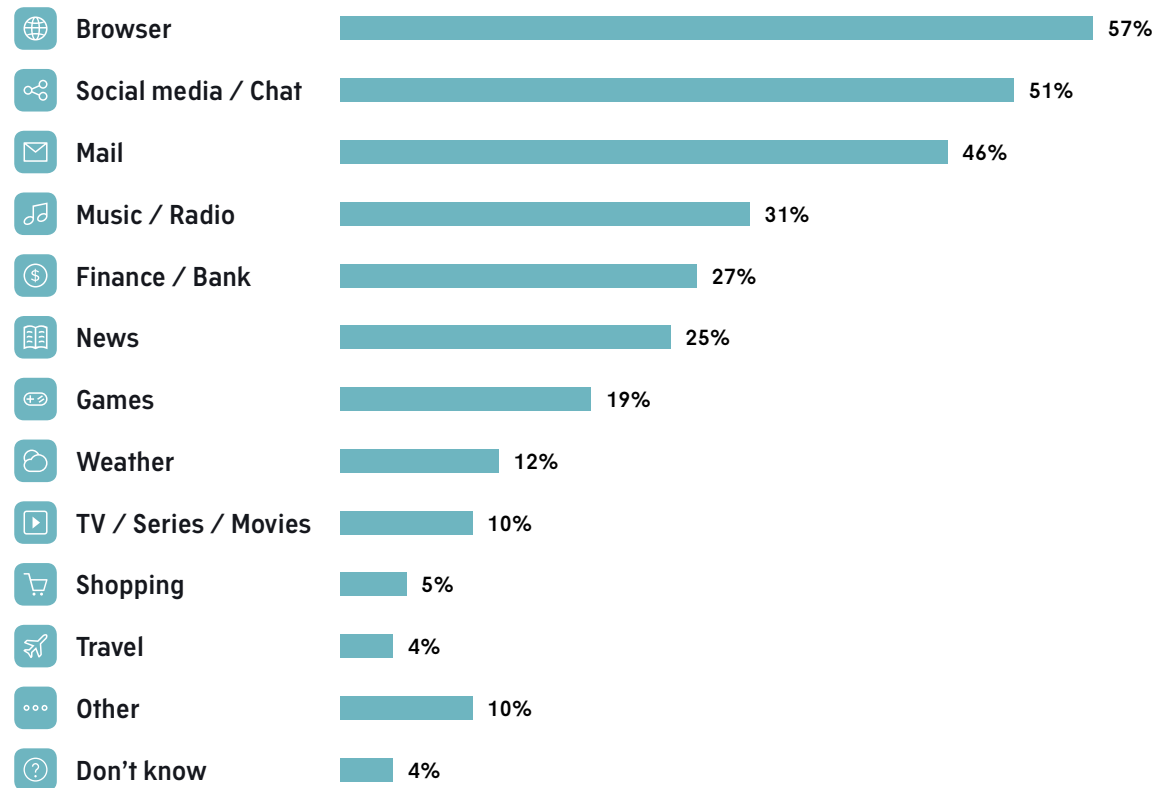| App	%
Facebook	27%
BankID	24%
Instagram	20%
Spotify	14%
Swish	12%
Messenger	9%
Swedbank	8%
Snapchat	8%
SMHI Väder	5%
WhatsApp	5%

Top mobile apps in Sweden - Age groups

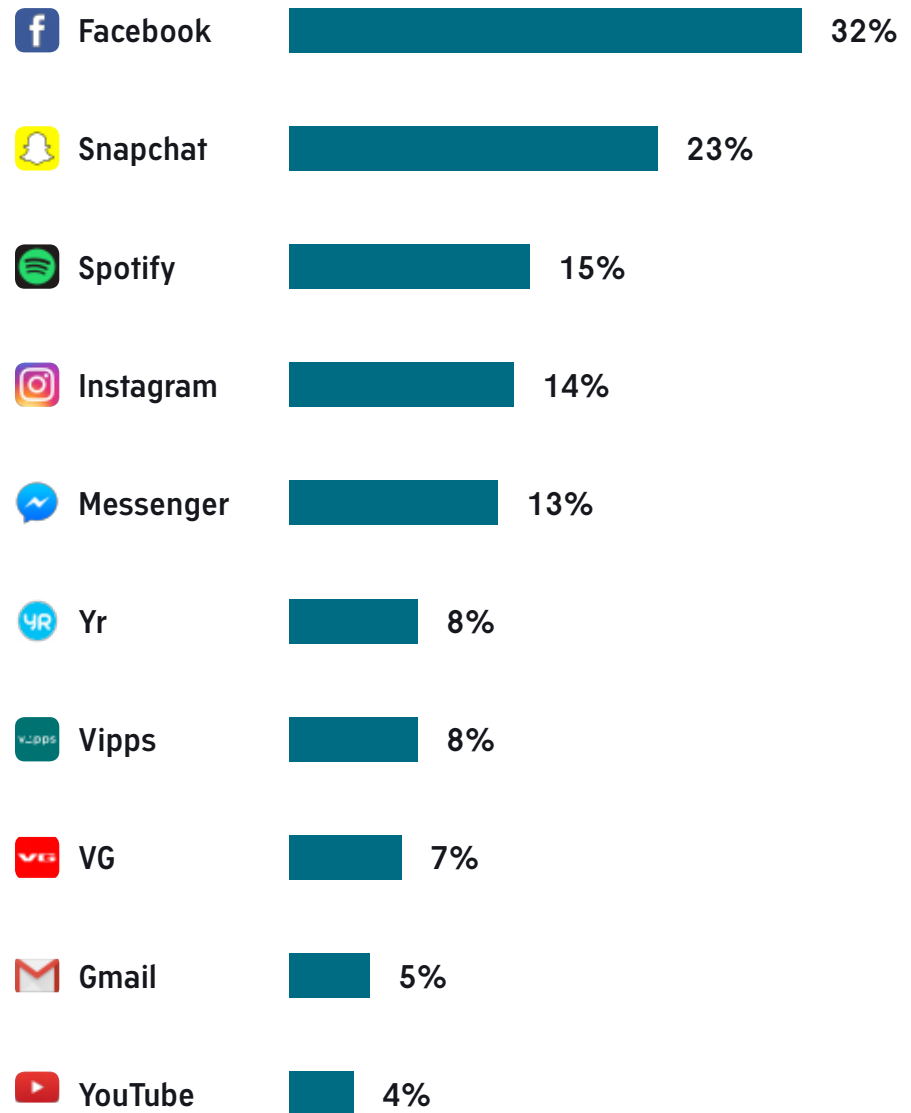[How many in different age groups name the following apps as one of the three apps they least can do without]

15-25	26-35	36-45	46-55	56+

	15-25		26-35		36-45		46-55		56+
1	Instagram	1	BankID	1	BankID	1	BankID	1	BankID
2	Snapchat	2	Facebook	2	Facebook	2	Facebook	2	Facebook
3	Facebook	3	Instagram	3	Spotify	3	Swish	3	Swish
4	Spotify	4	Spotify	4	Swish	4	Spotify	4	SMHI Väder
5	BankID	5	Swedbank	5	Instagram	5	Instagram	5	Aftonbaldet
6	Messenger	6	Swish	6	Swedbank	6	Swedbank	6	Swedbank
7	Swish	7	Gmail	7	Messenger	7	Gmail	7	Gmail
8	YouTube	8	Messenger	8	Gmail	8	SMHI Väder	8	Google
9	Swedbank	9	Google Maps	9	WhatsApp	9	Aftonbladet	9	Instagram
10	Handelsbanken	10	WhatsApp	10	SMHI Väder	10	Messenger	10	Spotify

Top mobile apps by category in Sweden

[How many name the following app categories as one of the three they spend most time on]

Category	Percentage
Browser	57%
Social media / Chat	51%
Mail	46%
Music / Radio	31%
Finance / Bank	27%
News	25%
Games	19%
Weather	12%
TV / Series / Movies	10%
Shopping	5%
Travel	4%
Other	10%
Don't know	4%

Top mobile apps in Norway

[How many name the following apps as one of the three apps they least can do without]

Facebook — 32%

Snapchat — 23%

Spotify — 15%

Instagram — 14%

Messenger — 13%

Yr — 8%

Vipps — 8%

VG — 7%

Gmail — 5%

YouTube — 4%

Top mobile apps in Norway from 2016 to 2017

[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

Q1 2016		Q4 2016		Q2 2017		
Facebook	41%	Facebook	36%	Facebook	0 →	32%
Snapchat	20%	Snapchat	20%	Snapchat	0 →	23%
Instagram	20%	Spotify	18%	Spotify	0 →	15%
Yr	14%	Messenger	13%	Instagram	1 ↑	14%
Spotify	9%	Instagram	13%	Messenger	1 ↓	13%
Messenger	9%	Yr	7%	Yr	0 →	8%
VG	6%	RuterBillett	6%	Vipps	4 ↑	8%
DNB	5%	DNB	5%	VG	5 ↑	7%
Google	4%	Gmail	5%	Gmail	0 →	5%
NSB	4%	Google Maps	5%	YouTube	4 ↑	4%

Top mobile apps in Norway - Gender

[How many men and women name the following apps as one of the three apps they least can do without]

Men
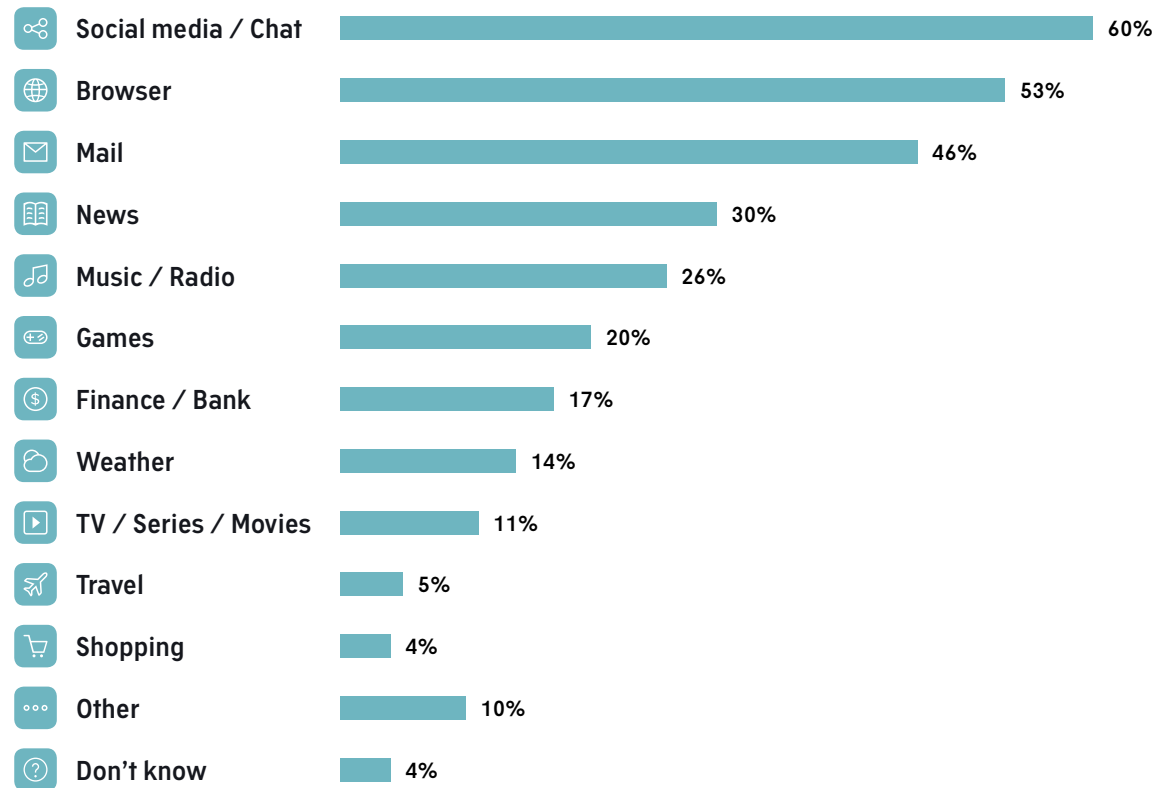
App	%
Facebook	26%
Snapchat	19%
Spotify	17%
Messenger	10%
Instagram	9%
Yr	8%
Vipps	7%
YouTube	6%
VG	6%
Chrome	5%

Women

App	%
Facebook	38%
Snapchat	27%
Instagram	20%
Messenger	15%
Spotify	13%
Vipps	9%
Yr	8%
VG	7%
Gmail	5%
NSB	4%
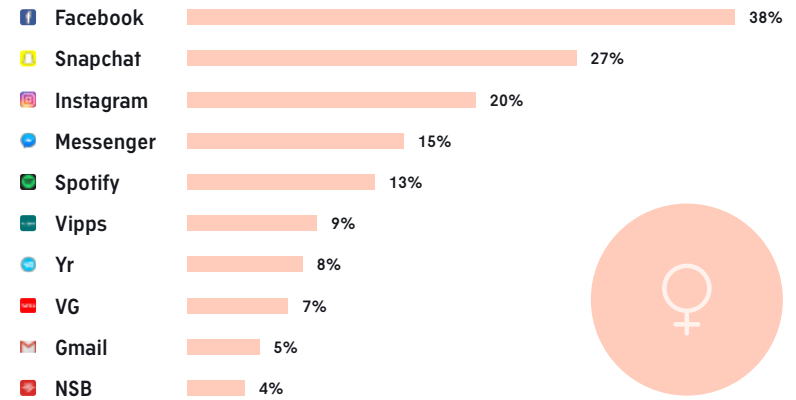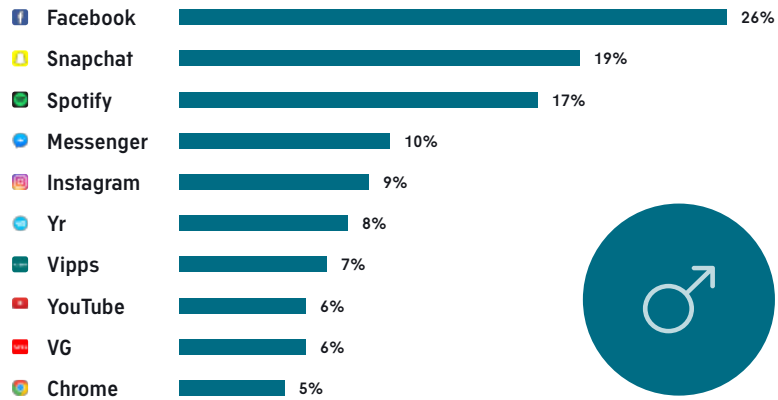
Top mobile apps in Norway - Age groups

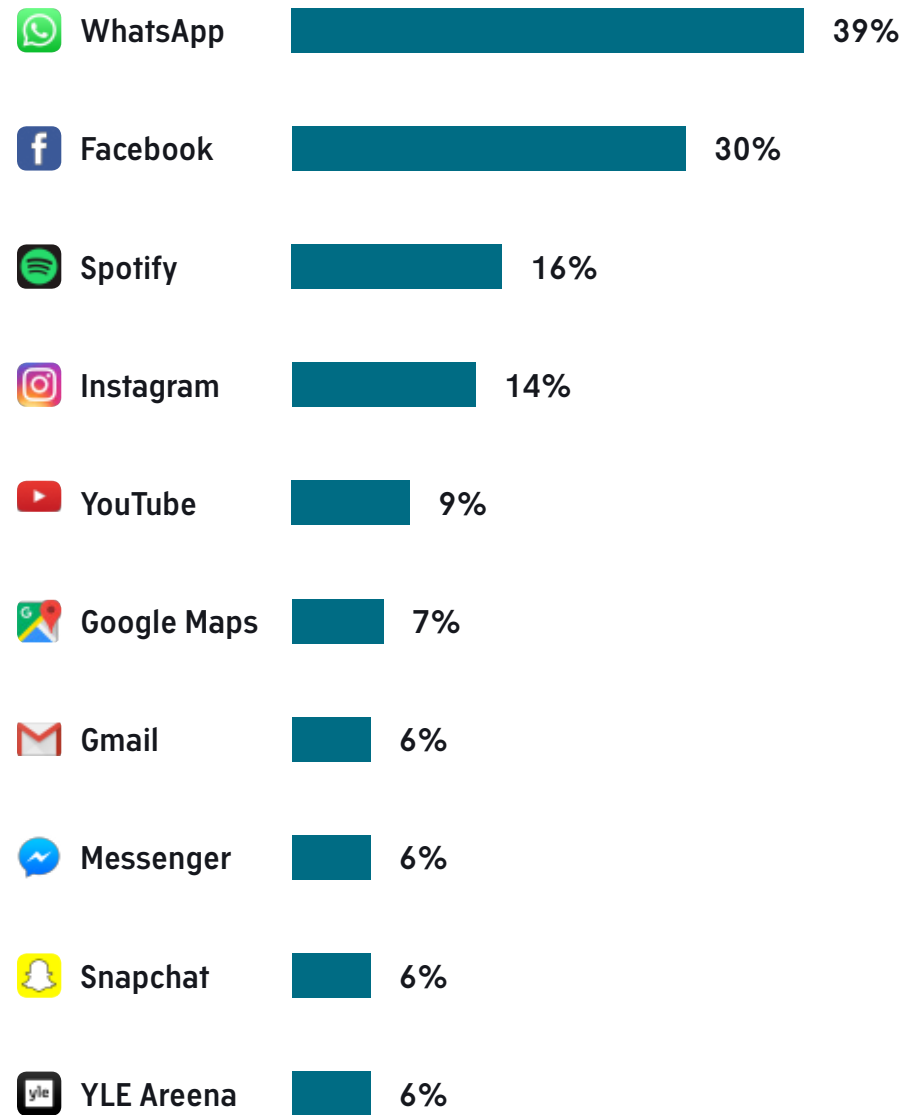[How many in different age groups name the following apps as one of the three apps they least can do without]

15-25	26-35	36-45	46-55	56+
1 Snapchat	1 Facebook	1 Facebook	1 Facebook	1 Facebook
2 Facebook	2 Snapchat	2 Snapchat	2 Snapchat	2 Yr
3 Instagram	3 Spotify	3 Spotify	3 Spotify	3 VG
4 Messenger	4 Messenger	4 Instagram	4 Instagram	4 NSB
5 Spotify	5 Instagram	5 Vipps	5 Yr	5 Vipps
6 YouTube	6 Vipps	6 Yr	6 Vipps	6 Coop medlem
7 Vipps	7 VG	7 VG	7 VG	7 Snapchat
8 Gmail	8 YouTube	8 Messenger	8 Messenger	8 Gmail
9 Chrome	9 Twitter	9 Gmail	9 Gmail	9 Google
10 Pokémon GO	10 DNB	10 Candy Crush	10 FINN.no	10 Instagram
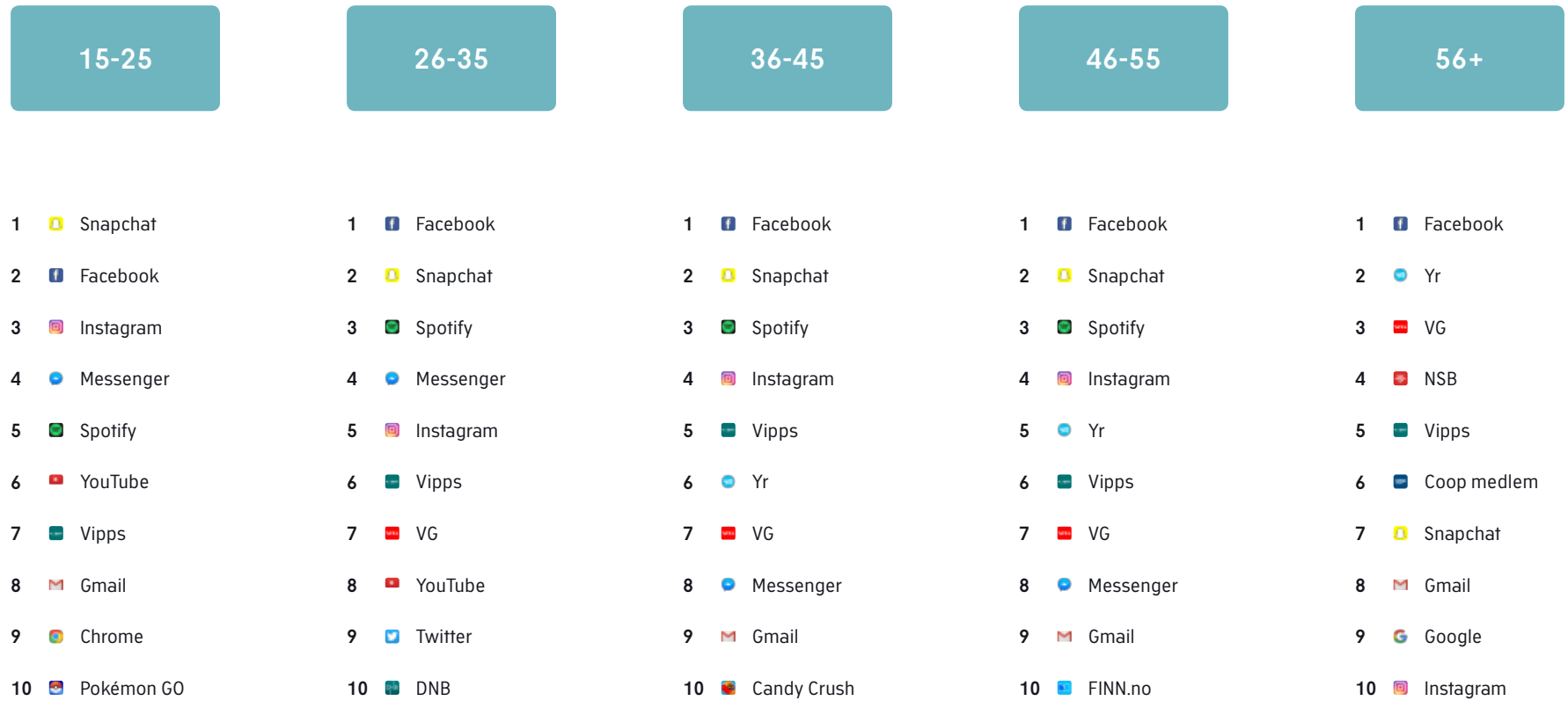
Top mobile apps by category in Norway

[How many name the following app categories as one of the three they spend most time on]

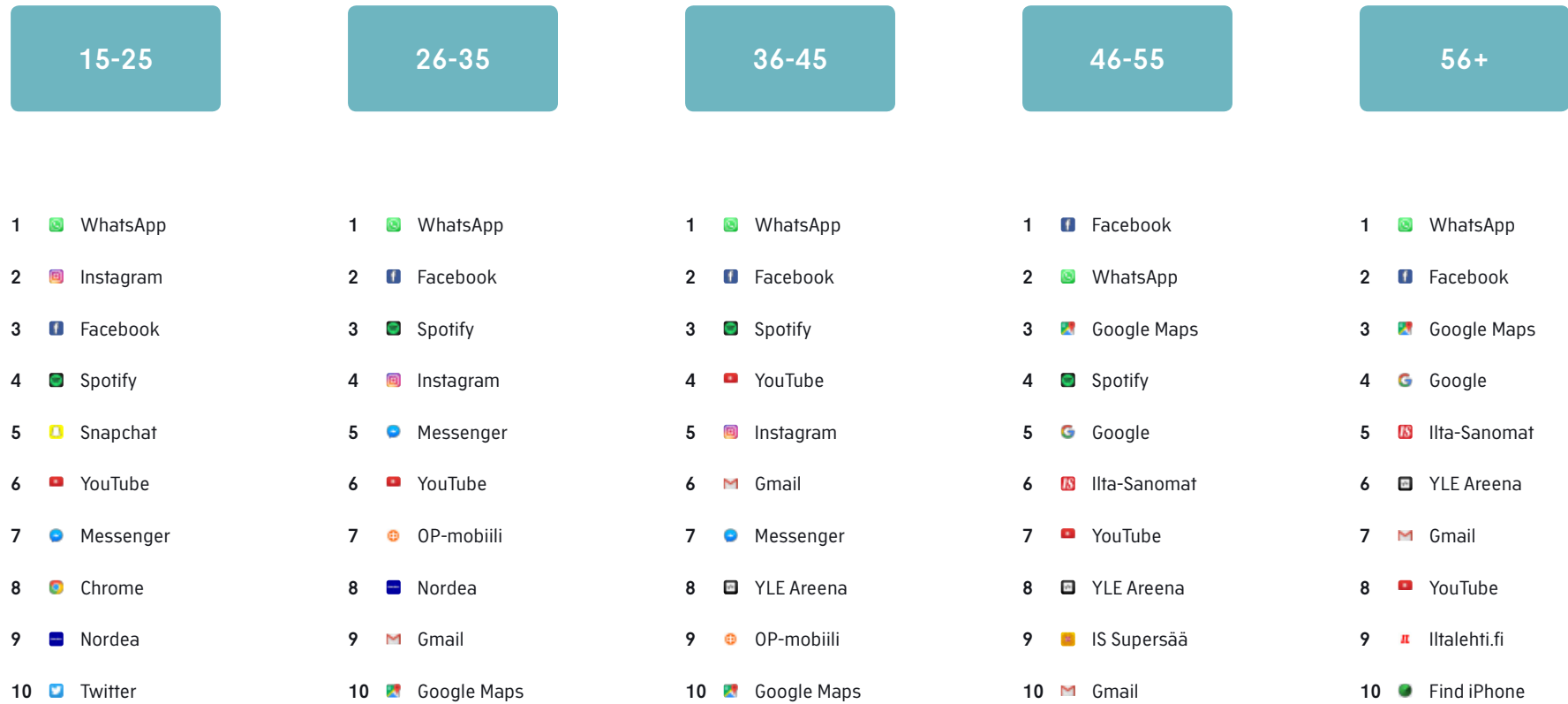| Category	%
Social media / Chat	60%
Browser	53%
Mail	46%
News	30%
Music / Radio	26%
Games	20%
Finance / Bank	17%
Weather	14%
TV / Series / Movies	11%
Travel	5%
Shopping	4%
Other	10%
Don't know	4%

Top mobile apps in Finland

[How many name the following apps as one of the three apps they least can do without]

App	%
WhatsApp	39%
Facebook	30%
Spotify	16%
Instagram	14%
YouTube	9%
Google Maps	7%
Gmail	6%
Messenger	6%
Snapchat	6%
YLE Areena	6%

Top mobile apps in Finland from 2016 to 2017

[How many named the following apps as one of the three apps they least could do without in Q1 and Q4 2016 compared to Q2 2017]

Q1 2016		Q4 2016		Q2 2017		
WhatsApp	45%	WhatsApp	37%	WhatsApp	0 →	39%
Facebook	34%	Facebook	25%	Facebook	0 →	30%
Instagram	12%	Spotify	12%	Spotify	0 →	16%
Ilta-Sanomat	7%	Instagram	10%	Instagram	0 →	14%
Messenger	7%	Google Maps	6%	YouTube	4 ↑	9%
Spotify	6%	Gmail	5%	Google Maps	1 ↓	7%
Gmail	6%	Messenger	5%	Gmail	1 ↓	6%
Google	6%	Snapchat	5%	Messenger	1 ↓	6%
HERE WeGo	5%	YouTube	5%	Snapchat	1 ↓	6%
Chrome	4%	Ilta-Sanomat	4%	YLE Areena	4 ↑	6%
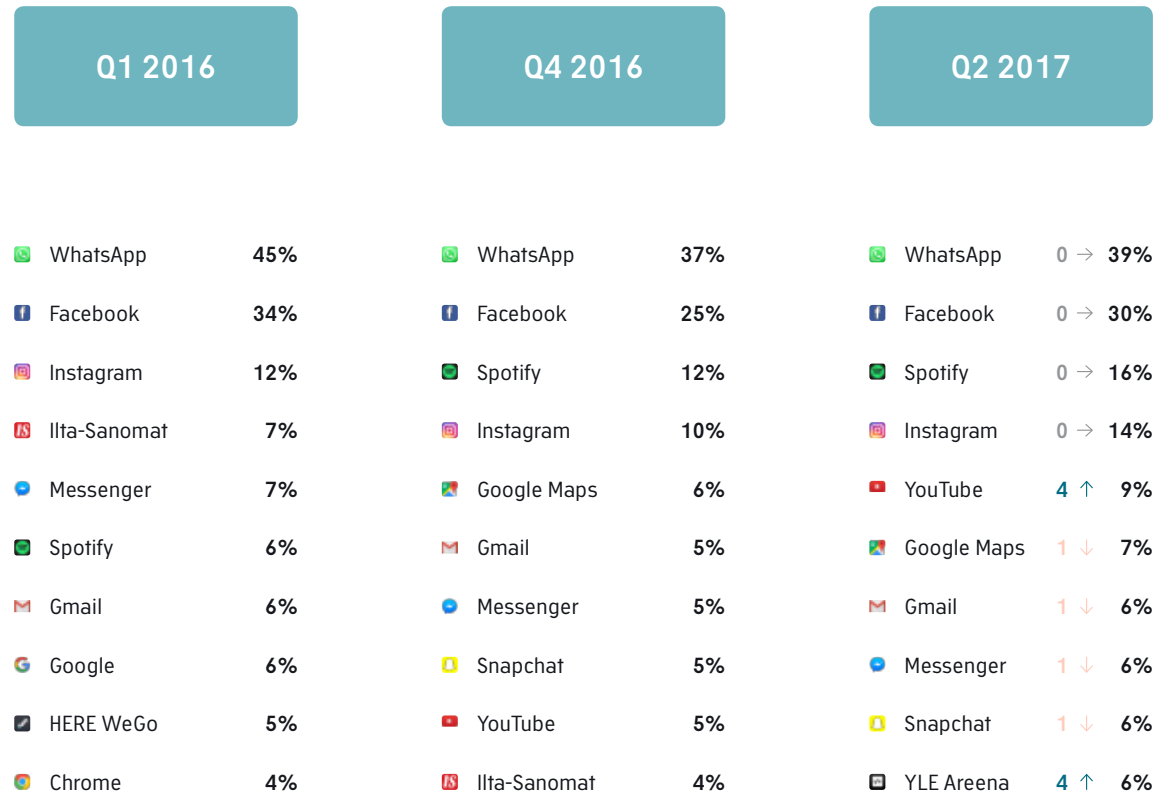
Top mobile apps in Finland - Gender

[How many men and women name the following apps as one of the three apps they least can do without]

	Men			Women
WhatsApp	34%		WhatsApp	44%
Facebook	23%		Facebook	37%
Spotify	16%		Instagram	19%
YouTube	11%		Spotify	16%
Instagram	9%		Messenger	8%
Google Maps	7%		YouTube	8%
Ilta-Sanomat	6%		Google Maps	6%
Gmail	5%		Gmail	6%
Chrome	5%		Snapchat	6%
YLE Areena	5%		YLE Areena	6%
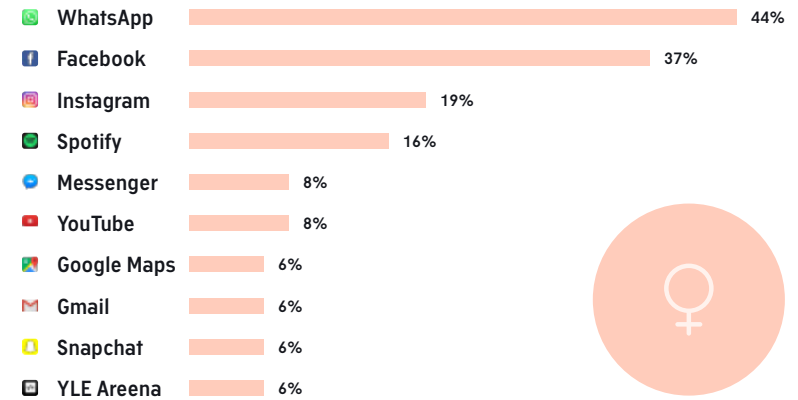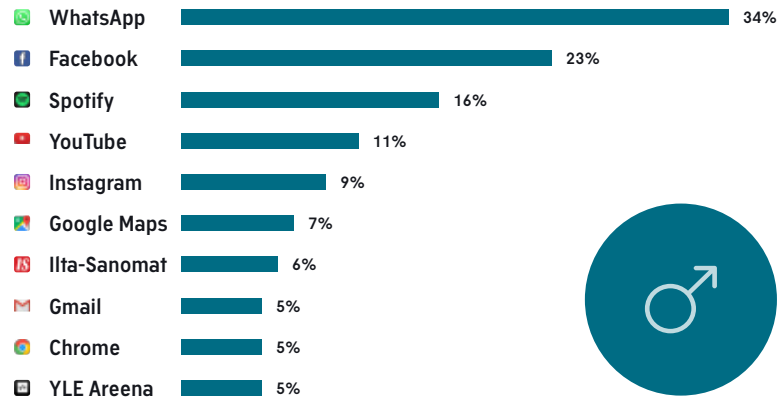
Top mobile apps in Finland - Age groups

[How many in different age groups name the following apps as one of the three apps they least can do without]

15-25	26-35	36-45	46-55	56+
1 WhatsApp	1 WhatsApp	1 WhatsApp	1 Facebook	1 WhatsApp
2 Instagram	2 Facebook	2 Facebook	2 WhatsApp	2 Facebook
3 Facebook	3 Spotify	3 Spotify	3 Google Maps	3 Google Maps
4 Spotify	4 Instagram	4 YouTube	4 Spotify	4 Google
5 Snapchat	5 Messenger	5 Instagram	5 Google	5 Ilta-Sanomat
6 YouTube	6 YouTube	6 Gmail	6 Ilta-Sanomat	6 YLE Areena
7 Messenger	7 OP-mobiili	7 Messenger	7 YouTube	7 Gmail
8 Chrome	8 Nordea	8 YLE Areena	8 YLE Areena	8 YouTube
9 Nordea	9 Gmail	9 OP-mobiili	9 IS Supersää	9 Iltalehti.fi
10 Twitter	10 Google Maps	10 Google Maps	10 Gmail	10 Find iPhone

Top mobile apps by category in Finland

[How many name the following app categories as one of the three they spend most time on]

Category	
🌐 Browser	64%
✉ Mail	61%
🔗 Social media / Chat	51%
💲 Finance / Bank	34%
📖 News	22%
🎵 Music / Radio	21%
☁ Weather	16%
🎮 Games	10%
▶ TV / Series / Movies	7%
✈ Travel	2%
🛒 Shopping	2%
⋯ Other	7%
? Don't know	3%
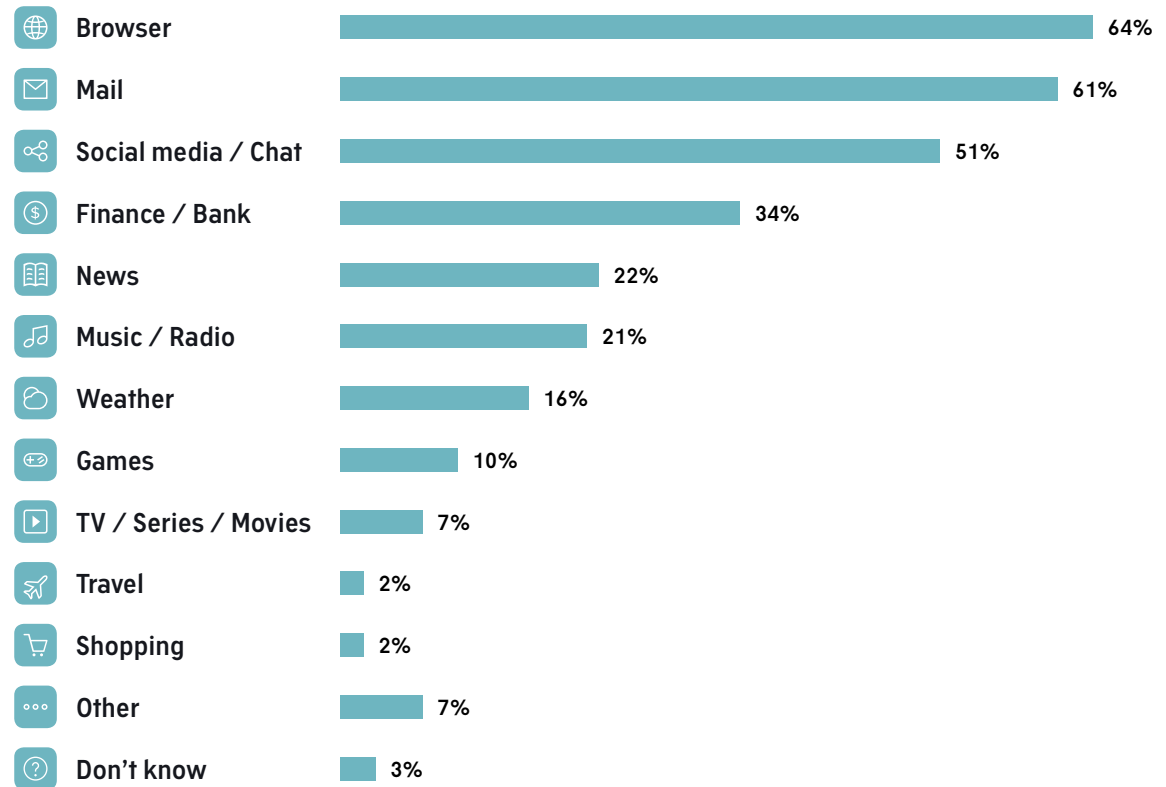
SOCIAL MEDIA

Facebook rules the social media sphere in both the US, UK and Nordics. In all countries, Facebook is the social media with the highest reach in the online population. However, among the young people other social media challenge Facebook's leading position.

Top social media in the US

[How many use the following social media]

Platform	%
Facebook	80%
YouTube	64%
Twitter	41%
Instagram	39%
Pinterest	31%
Snapchat	26%
LinkedIn	24%
WhatsApp	16%
Tumblr	12%
Reddit	12%
Periscope	4%
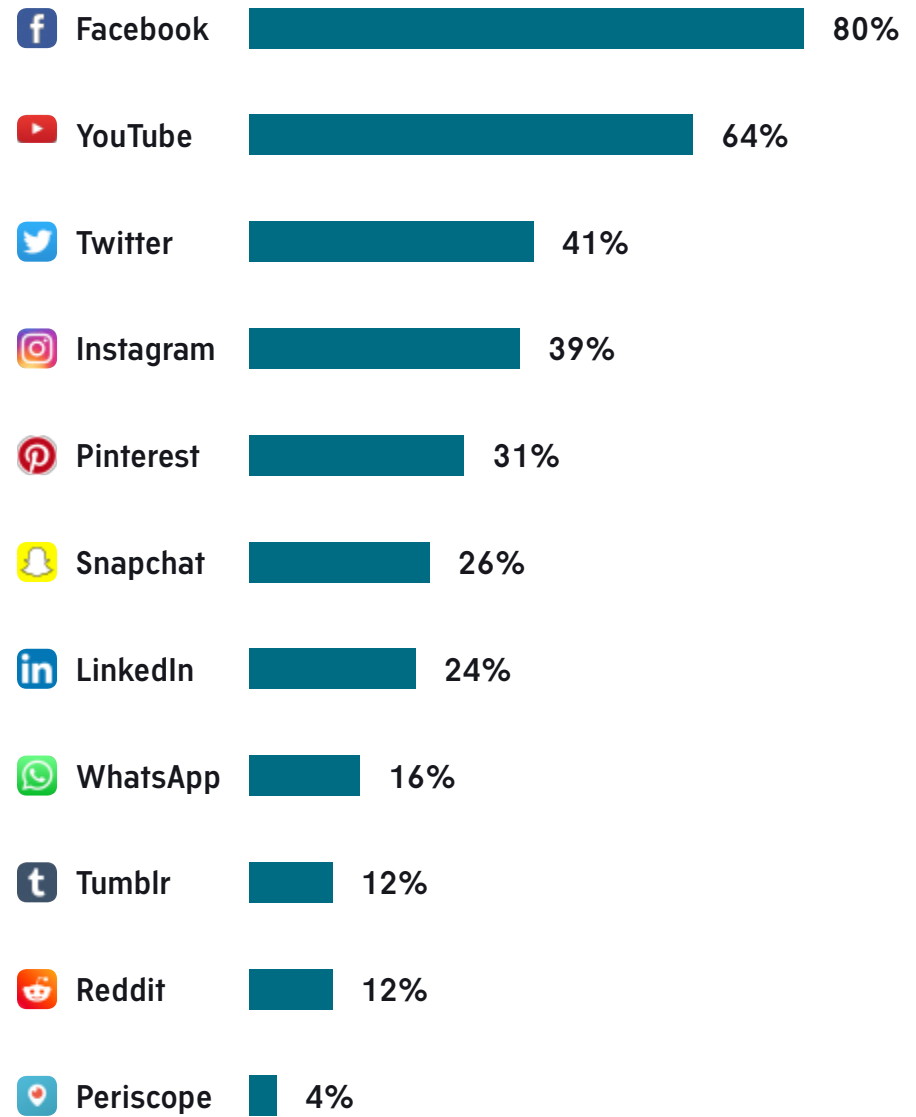
Top social media in the US - Gender

[How many men and women use the following social media]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Men	76%	67%	45%	39%	18%	26%	28%	22%	12%	15%	5%
Women	84%	61%	38%	40%	44%	26%	20%	10%	13%	9%	3%
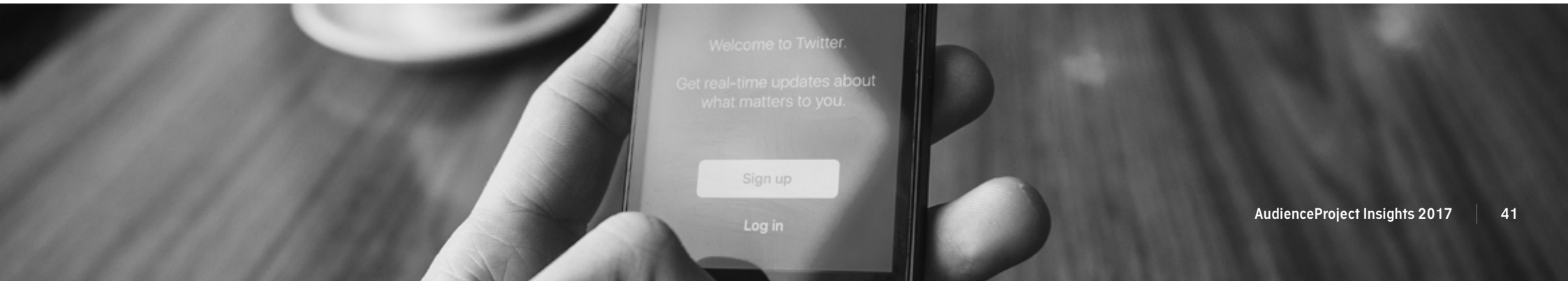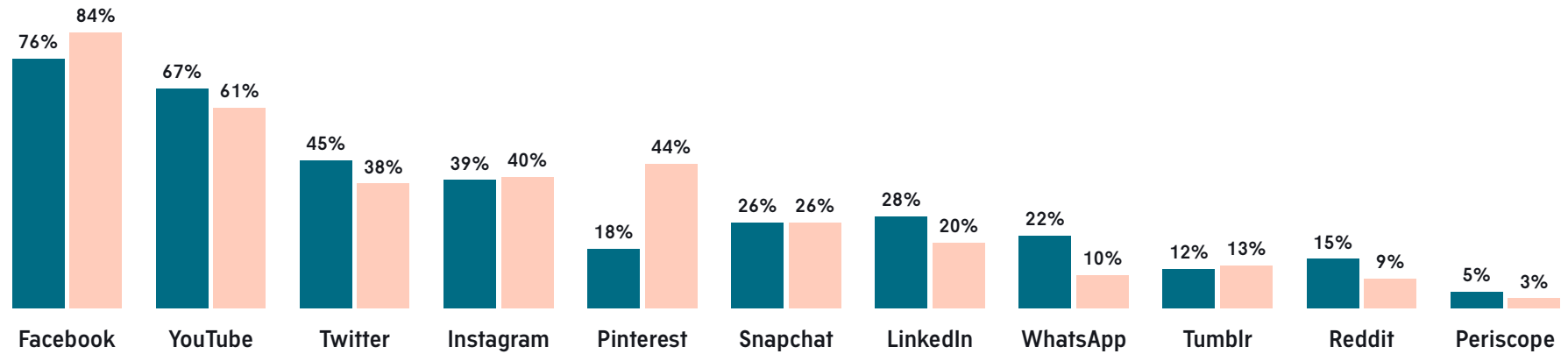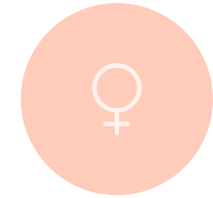
Top social media in the US - Age groups

[How many in different age groups use the following social media]

15-25		26-35		36-45		46-55		56+	
YouTube	81%	Facebook	84%	Facebook	81%	Facebook	83%	Facebook	75%
Facebook	77%	YouTube	74%	YouTube	63%	YouTube	61%	YouTube	41%
Instagram	59%	Instagram	54%	Twitter	49%	Twitter	42%	Pinterest	25%
Snapchat	55%	Twitter	47%	Instagram	41%	Pinterest	34%	Twitter	24%
Twitter	46%	Snapchat	36%	Pinterest	33%	Instagram	32%	LinkedIn	24%
Pinterest	27%	Pinterest	34%	LinkedIn	27%	LinkedIn	30%	Instagram	14%
Tumblr	26%	WhatsApp	29%	Snapchat	21%	Snapchat	16%	Snapchat	5%
WhatsApp	20%	LinkedIn	25%	WhatsApp	18%	Reddit	11%	Tumblr	4%
Reddit	17%	Reddit	17%	Reddit	13%	WhatsApp	10%	WhatsApp	3%
LinkedIn	14%	Tumblr	13%	Tumblr	11%	Tumblr	8%	Reddit	2%
Periscope	4%	Periscope	8%	Periscope	5%	Periscope	4%	Periscope	1%

On which devices are social media used in the US

[On which devices are the following social media used]

Computer　Tablet　Mobile　TV　Video game console

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Computer	74	79	61	36	66	18	82	24	66	71	36
Tablet	40	43	36	33	38	25	29	30	33	35	31
Mobile	67	67	71	82	59	86	43	82	59	58	55
TV	4	23	4	5	4	6	5	6	7	9	20
Video game console	3	15	3	3	4	4	3	5	6	6	6
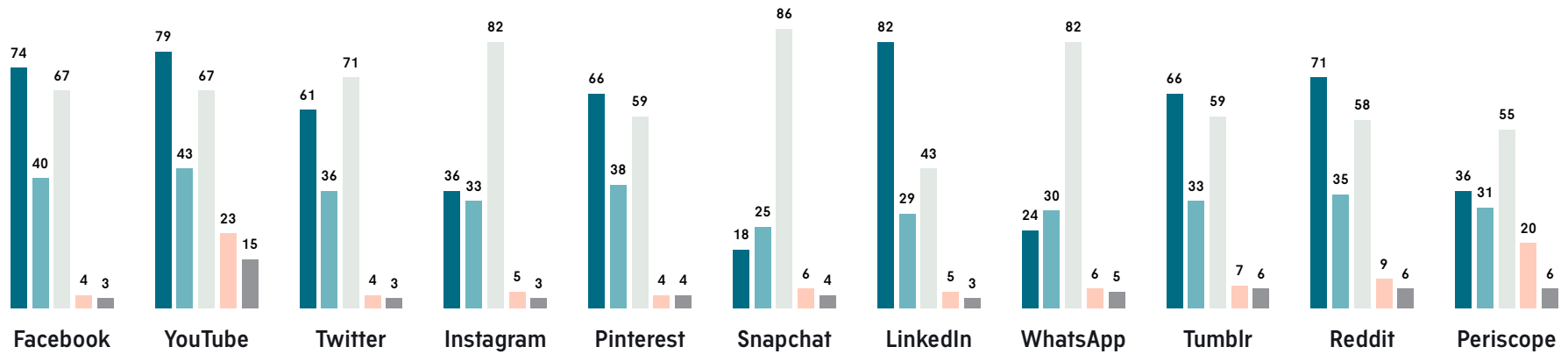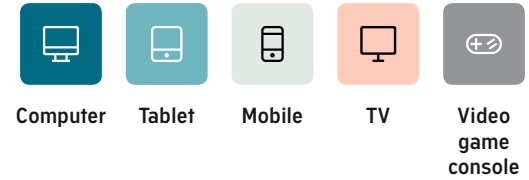
How often social media are used in the US

[How often are the following social media used]

	Several times a day	Daily	Several times a week	Weekly	Several times a month	Monthly	Less often	Don't know
Facebook	53	24	12	5	3	1	2	
WhatsApp	44	22	13	8	6	2	3	2
YouTube	35	21	26	8	7	2	2	
Snapchat	34	20	26	10	6	2	2	1
Instagram	33	26	22	9	6	2	3	
Twitter	32	24	21	9	6	3	5	
Tumblr	25	16	26	9	9	7	8	
Reddit	22	17	28	16	11	2	5	
Periscope	20	14	18	24	8	4	13	
Pinterest	12	24	29	13	11	5	6	
LinkedIn	9	14	25	21	16	7	7	
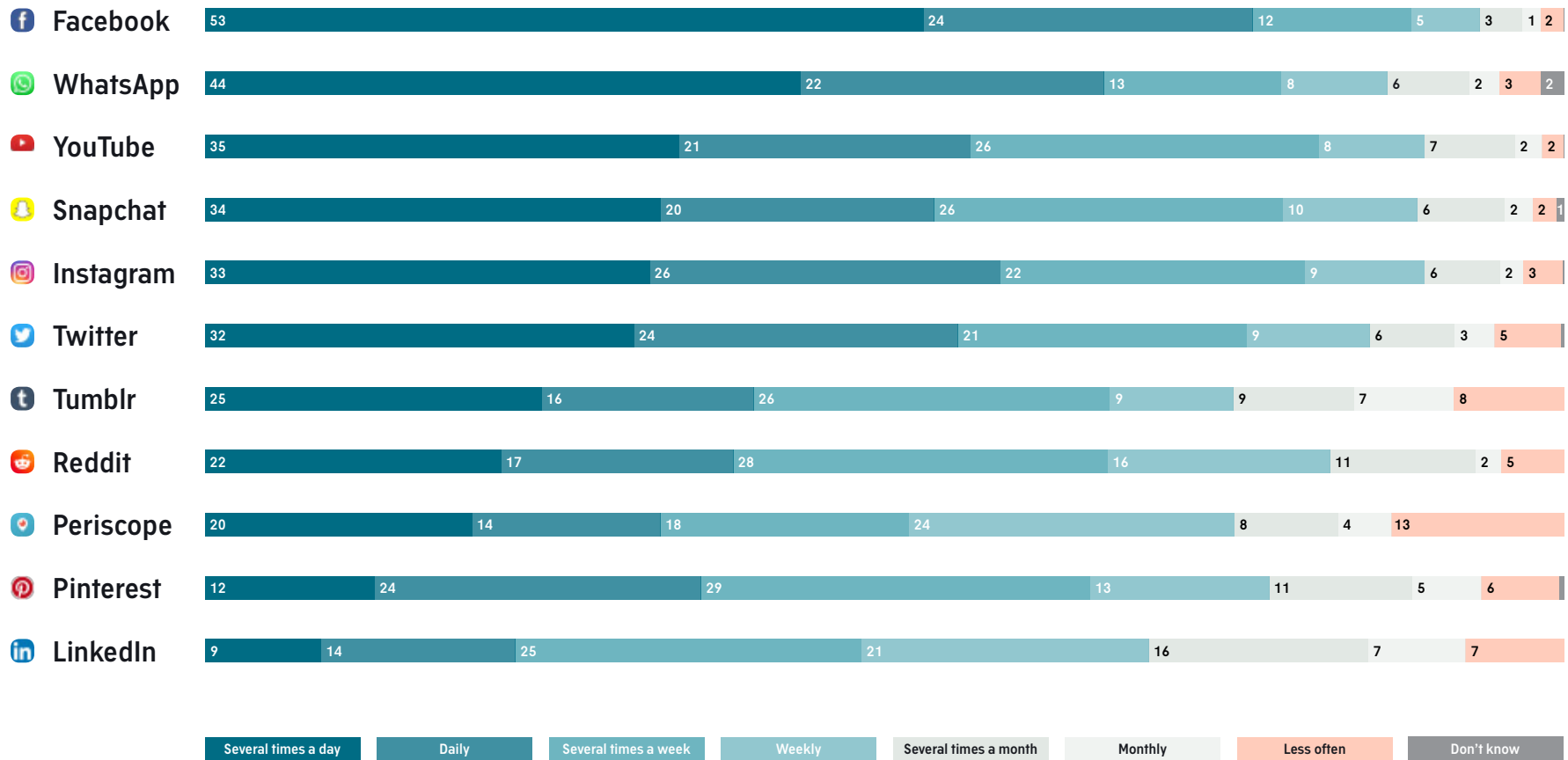
What social media are used for in the US

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	88%	16%	42%	64%	15%	74%	19%	77%	31%	13%	27%
Strengthen professional network	14%	9%	22%	17%	14%	14%	80%	28%	14%	21%	35%
News	31%	24%	46%	19%	11%	16%	14%	16%	21%	53%	33%
Follow brands / companies	19%	15%	36%	29%	37%	16%	18%	13%	27%	22%	22%
Entertainment	34%	79%	39%	42%	45%	41%	7%	17%	58%	58%	43%
Other purposes	5%	10%	8%	5%	29%	5%	5%	4%	16%	16%	8%

Top social media in the UK

[How many use the following social media]

Platform	
Facebook	76%
YouTube	59%
WhatsApp	48%
Twitter	40%
Instagram	32%
Snapchat	22%
LinkedIn	22%
Pinterest	19%
Reddit	9%
Tumblr	8%
Periscope	3%
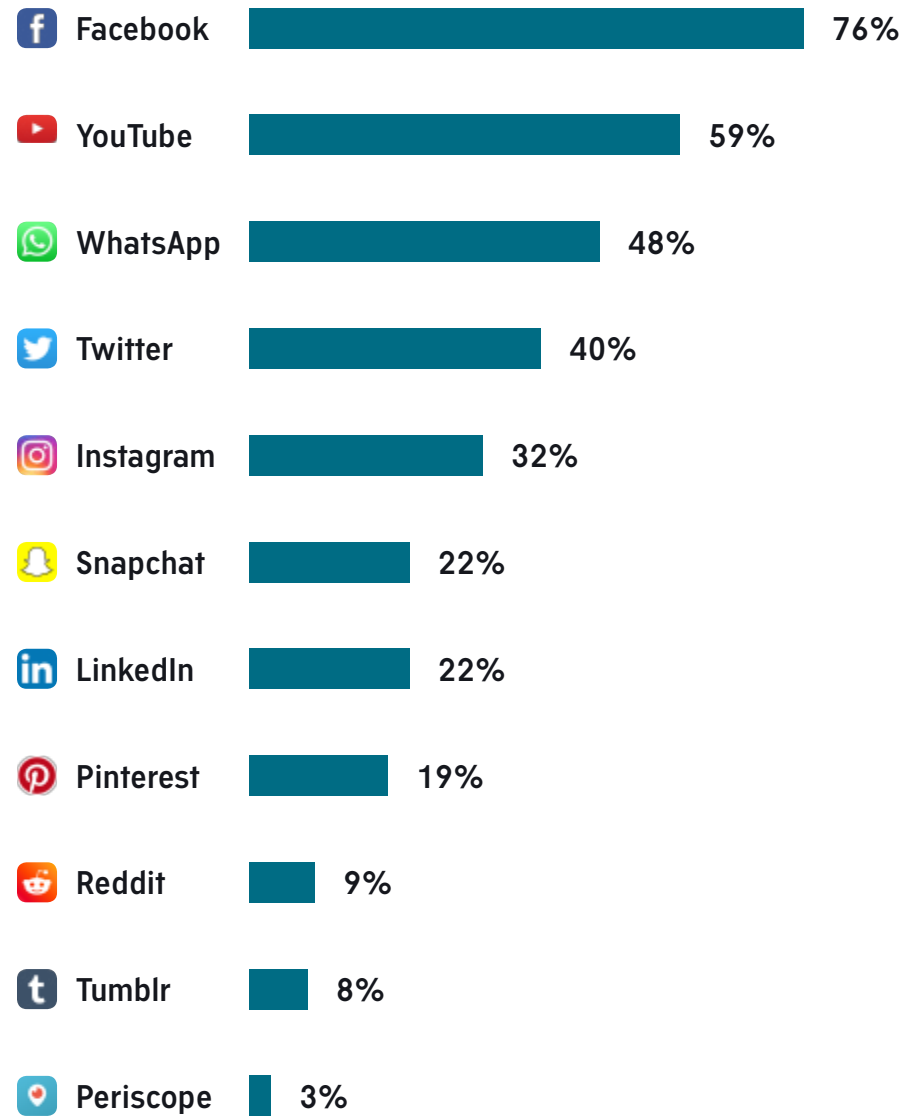
Top social media in the UK - Gender

[How many men and women use the following social media]

	Facebook	YouTube	WhatsApp	Twitter	Instagram	Snapchat	LinkedIn	Pinterest	Reddit	Tumblr	Periscope
♂	69%	62%	42%	43%	29%	20%	27%	10%	12%	9%	5%
♀	82%	56%	53%	38%	35%	25%	16%	28%	5%	7%	1%
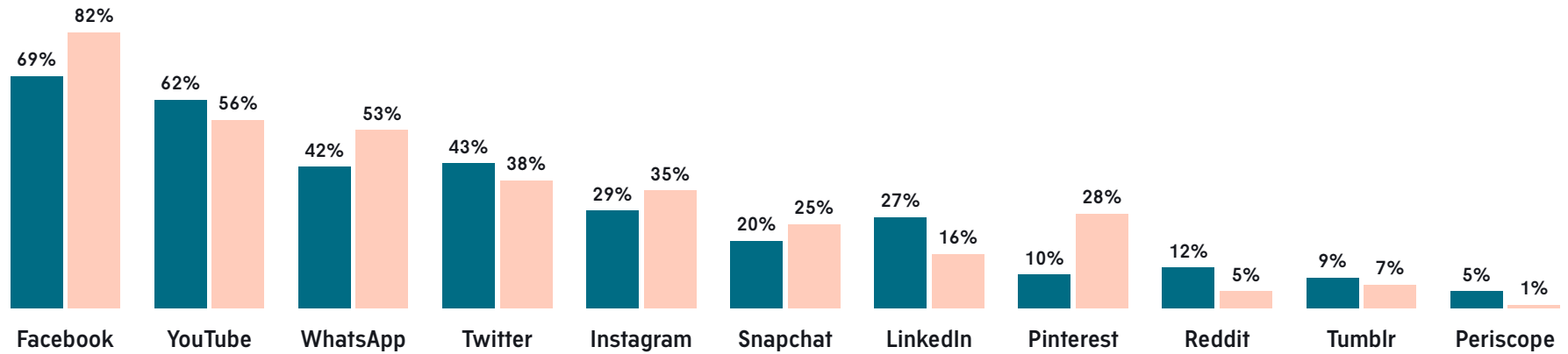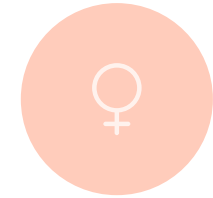
Top social media in the UK - Age groups

[How many in different age groups use the following social media]

15-25		26-35		36-45		46-55		56+	
Facebook	77%	Facebook	83%	Facebook	80%	Facebook	72%	Facebook	66%
YouTube	77%	YouTube	69%	YouTube	62%	YouTube	52%	YouTube	39%
Snapchat	62%	WhatsApp	63%	WhatsApp	57%	Twitter	38%	WhatsApp	30%
Instagram	59%	Twitter	44%	Twitter	48%	WhatsApp	37%	Twitter	27%
WhatsApp	53%	Instagram	42%	Instagram	34%	LinkedIn	26%	LinkedIn	19%
Twitter	46%	Snapchat	31%	LinkedIn	26%	Instagram	18%	Pinterest	12%
Pinterest	22%	LinkedIn	21%	Pinterest	22%	Pinterest	17%	Instagram	10%
Tumblr	19%	Pinterest	21%	Snapchat	15%	Snapchat	7%	Tumblr	2%
Reddit	18%	Reddit	13%	Reddit	8%	Tumblr	4%	Snapchat	1%
LinkedIn	17%	Tumblr	8%	Tumblr	8%	Reddit	3%	Periscope	1%
Periscope	5%	Periscope	5%	Periscope	4%	Periscope	2%	Reddit	1%

On which devices are social media used in the UK

[On which devices are the following social media used]

Computer   **Tablet**   **Mobile**   **TV**   **Video game console**

Facebook
- Computer: 62
- Tablet: 44
- Mobile: 75
- TV: 3
- Video game console: 2

YouTube
- Computer: 70
- Tablet: 50
- Mobile: 69
- TV: 22
- Video game console: 13

Twitter
- Computer: 50
- Tablet: 34
- Mobile: 78
- TV: 2
- Video game console: 1

Instagram
- Computer: 23
- Tablet: 27
- Mobile: 88
- TV: 2
- Video game console: 2

Pinterest
- Computer: 47
- Tablet: 42
- Mobile: 61
- TV: 3
- Video game console: 1

Snapchat
- Computer: 10
- Tablet: 15
- Mobile: 91
- TV: 2
- Video game console: 2

LinkedIn
- Computer: 75
- Tablet: 25
- Mobile: 49
- TV: 3
- Video game console: 2

WhatsApp
- Computer: 11
- Tablet: 11
- Mobile: 94
- TV: 2
- Video game console: 1

Tumblr
- Computer: 56
- Tablet: 23
- Mobile: 58
- TV: 2
- Video game console: 0

Reddit
- Computer: 68
- Tablet: 26
- Mobile: 60
- TV: 4
- Video game console: 3

Periscope
- Computer: 24
- Tablet: 22
- Mobile: 62
- TV: 5
- Video game console: 4

How often social media are used in the UK

[How often are the following social media used]

	Several times a day	Daily	Several times a week	Weekly	Several times a month	Monthly	Less often	Don't know
Facebook	57	25	12	3	1	1		
WhatsApp	40	21	20	7	7	1	3	
Twitter	33	22	20	9	7	4	4	
Instagram	31	28	19	10	6	3	2	
Snapchat	24	24	25	14	5	5	1	
YouTube	23	21	30	10	10	2	3	
Reddit	21	15	23	14	12	7	7	
Periscope	19	2	17	12	23	16	11	1
Tumblr	18	17	8	19	16	4	17	1
Pinterest	12	19	28	14	14	5	7	2
LinkedIn	9	10	22	23	18	9	9	1

What social media are used for in the UK

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	88%	10%	34%	60%	9%	76%	12%	91%	10%	8%	28%
Strengthen professional network	11%	5%	18%	11%	8%	6%	83%	7%	8%	10%	14%
News	30%	17%	53%	11%	13%	8%	12%	6%	13%	51%	21%
Follow brands / companies	14%	11%	34%	25%	33%	9%	14%	3%	12%	15%	8%
Entertainment	28%	81%	36%	39%	38%	42%	3%	5%	53%	59%	42%
Other purposes	3%	6%	9%	8%	34%	2%	5%	3%	25%	14%	8%

Top social media in Denmark

[How many use the following social media]

Facebook	80%
YouTube	55%
LinkedIn	34%
Instagram	29%
Snapchat	27%
Twitter	17%
Pinterest	14%
WhatsApp	12%
Reddit	5%
Tumblr	3%
Periscope	0%
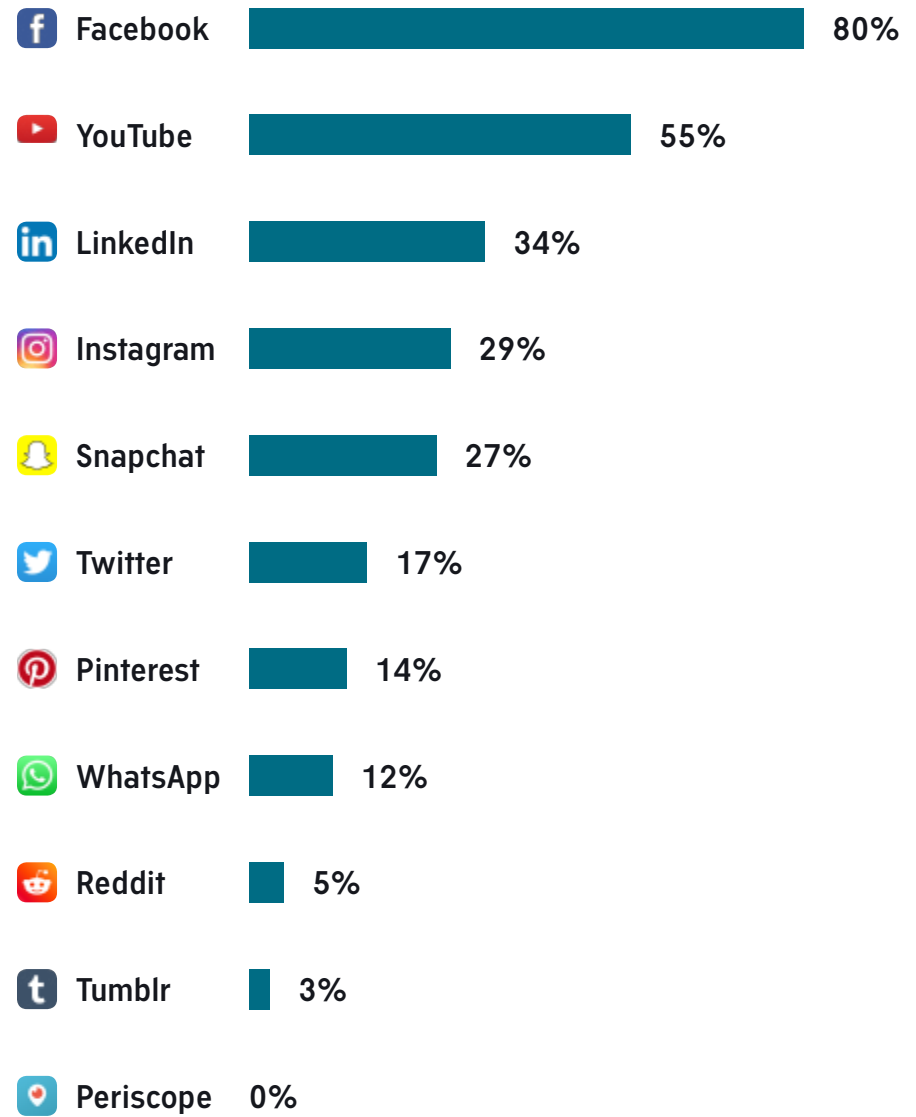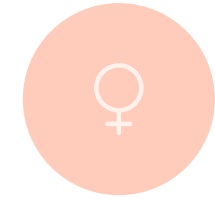
Top social media in Denmark from 2016 to 2017

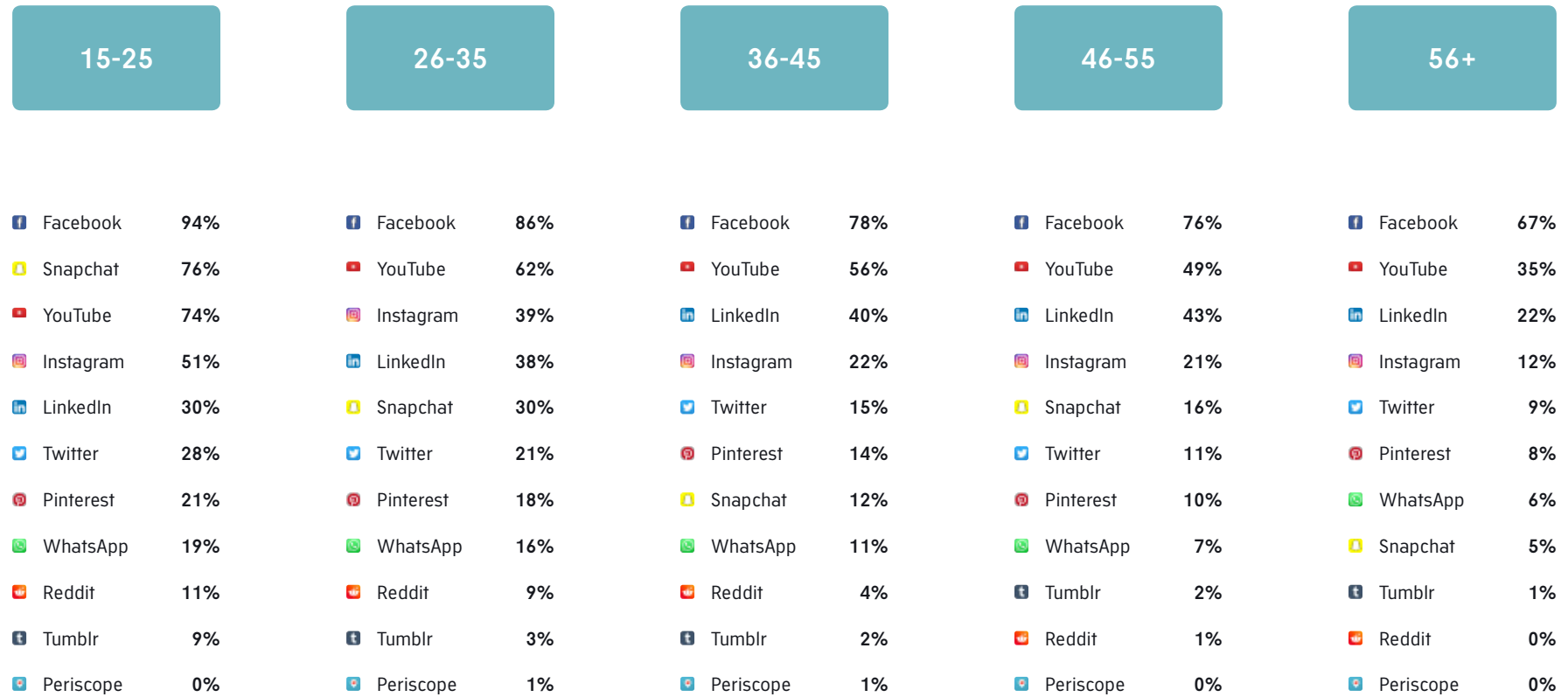[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]

Facebook
77%
79%
80%

YouTube
55%
55%

LinkedIn
37%
41%
34%

Instagram
25%
30%
29%

Snapchat
23%
27%
27%

Twitter
15%
15%
17%

Pinterest
11%
14%
14%

WhatsApp
9%
9%
12%

Reddit
5%

Tumblr
4%
3%

Q1 2016   Q4 2016   Q2 2017
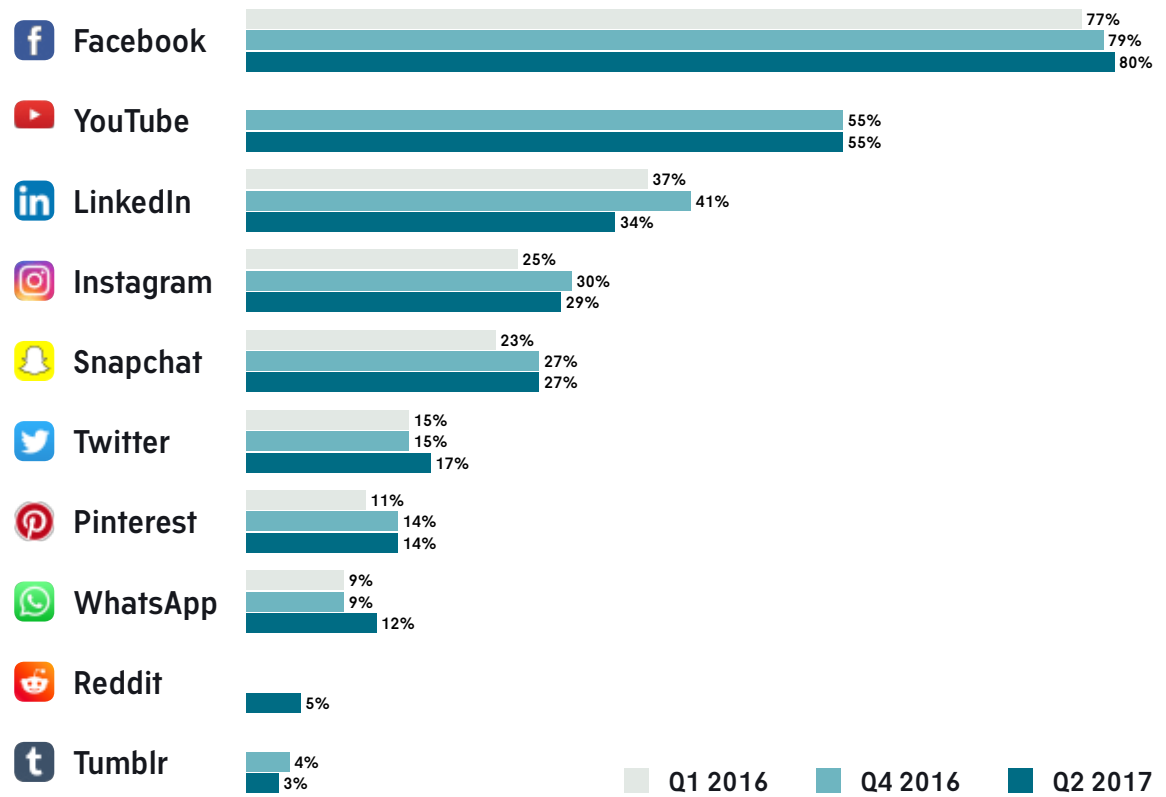
Top social media in Denmark - Gender

[How many men and women use the following social media]

	Facebook	YouTube	LinkedIn	Instagram	Snapchat	Twitter	Pinterest	WhatsApp	Reddit	Tumblr	Periscope
Men	77%	61%	37%	21%	25%	22%	9%	13%	10%	4%	0%
Women	82%	48%	31%	37%	30%	11%	19%	11%	1%	2%	0%
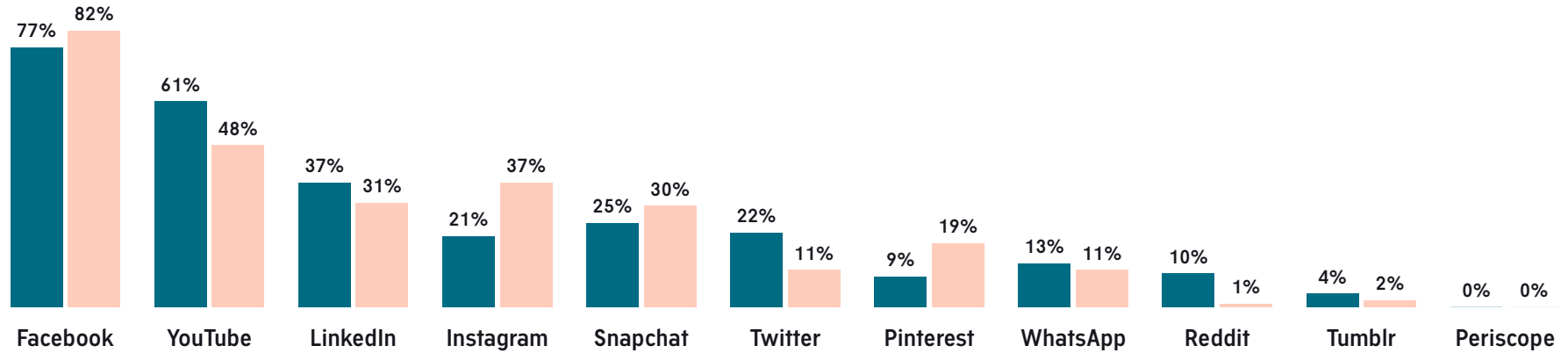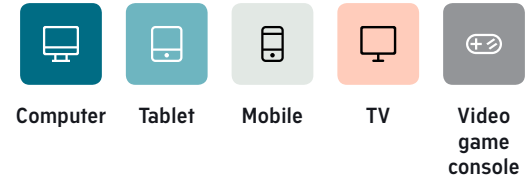
Top social media in Denmark - Age groups

[How many in different age groups use the following social media]

	15-25		26-35		36-45		46-55		56+
Facebook	94%	Facebook	86%	Facebook	78%	Facebook	76%	Facebook	67%
Snapchat	76%	YouTube	62%	YouTube	56%	YouTube	49%	YouTube	35%
YouTube	74%	Instagram	39%	LinkedIn	40%	LinkedIn	43%	LinkedIn	22%
Instagram	51%	LinkedIn	38%	Instagram	22%	Instagram	21%	Instagram	12%
LinkedIn	30%	Snapchat	30%	Twitter	15%	Snapchat	16%	Twitter	9%
Twitter	28%	Twitter	21%	Pinterest	14%	Twitter	11%	Pinterest	8%
Pinterest	21%	Pinterest	18%	Snapchat	12%	Pinterest	10%	WhatsApp	6%
WhatsApp	19%	WhatsApp	16%	WhatsApp	11%	WhatsApp	7%	Snapchat	5%
Reddit	11%	Reddit	9%	Reddit	4%	Tumblr	2%	Tumblr	1%
Tumblr	9%	Tumblr	3%	Tumblr	2%	Reddit	1%	Reddit	0%
Periscope	0%	Periscope	1%	Periscope	1%	Periscope	0%	Periscope	0%

On which devices are social media used in Denmark

[On which devices are the following social media used]

Computer **Tablet** **Mobile** **TV** **Video game console**

Facebook
75 | 41 | 78 | 1 | 0

YouTube
78 | 45 | 62 | 23 | 6

Twitter
50 | 27 | 78 | 2 | 0

Instagram
22 | 27 | 91 | 1 | 0

Pinterest
57 | 38 | 61 | 0 | 0

Snapchat
2 | 6 | 98 | 1 | 0

LinkedIn
83 | 32 | 50 | 1 | 0

WhatsApp
7 | 7 | 96 | 3 | 1

Tumblr
Too small subsample

Reddit
Too small subsample

Periscope
Too small subsample
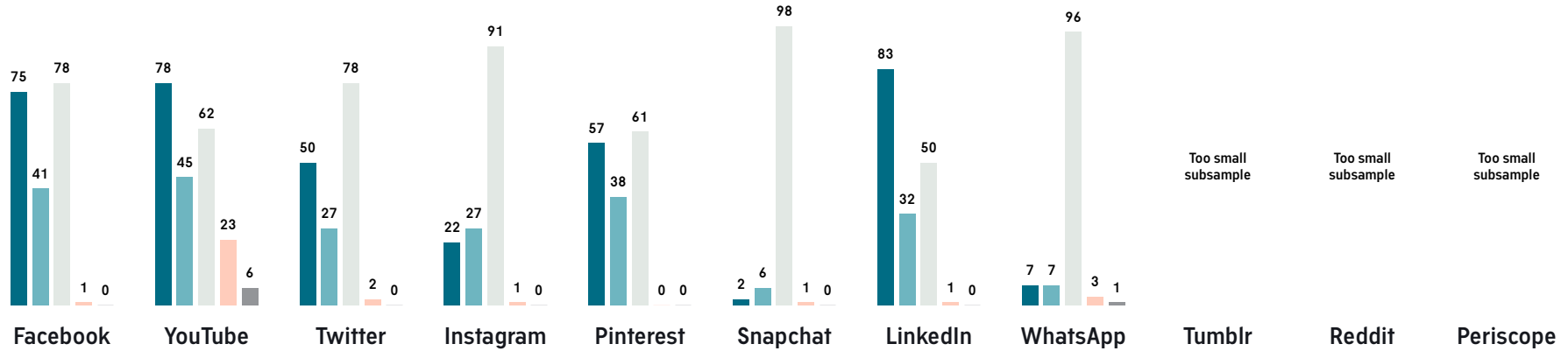
How often social media are used in Denmark

[How often are the following social media used]

	Several times a day	Daily	Several times a week	Weekly	Several times a month	Monthly	Less often	Don't know
Facebook	52	27	13	5	2	1	1	
Snapchat	32	20	23	11	8	4	2	
Reddit	32	13	20	9	6	6	15	
Instagram	25	24	22	17	6	4	2	
WhatsApp	15	9	24	16	14	7	14	1
Twitter	14	19	19	21	13	7	7	
YouTube	11	16	26	20	14	10	3	1
Tumblr	5	17	20	7	33	17		1
Pinterest	5	10	36	18	14	13	5	
LinkedIn	4	9	23	25	17	13	8	1

Legend: Several times a day · Daily · Several times a week · Weekly · Several times a month · Monthly · Less often · Don't know
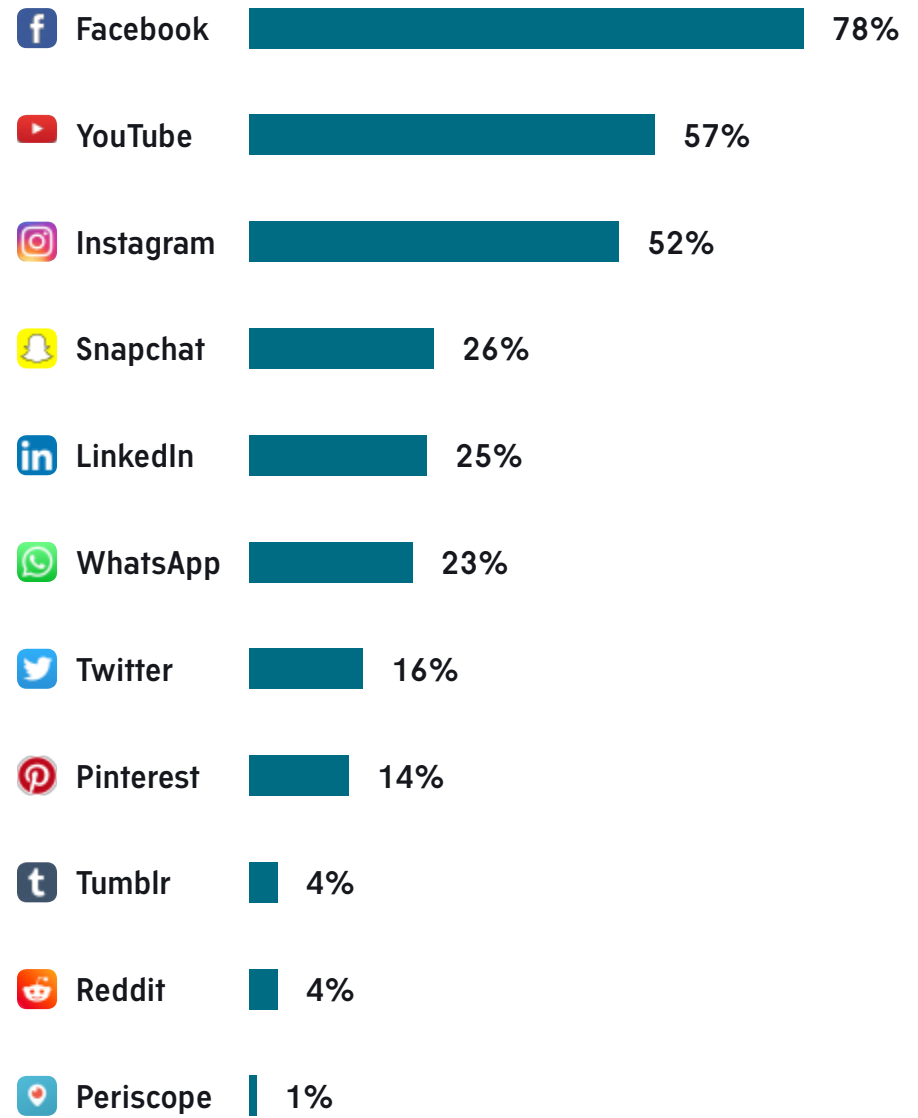
What social media are used for in Denmark

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	84%	2%	12%	52%	4%	82%	5%	84%	N/A	N/A	N/A
Strengthen professional network	13%	2%	11%	7%	6%	0%	89%	5%	N/A	N/A	N/A
News	29%	12%	61%	7%	13%	1%	13%	5%	N/A	N/A	N/A
Follow brands / companies	16%	9%	26%	30%	27%	4%	24%	0%	N/A	N/A	N/A
Entertainment	44%	90%	36%	55%	63%	54%	1%	8%	N/A	N/A	N/A
Other purposes	6%	11%	12%	9%	28%	3%	4%	4%	N/A	N/A	N/A

Top social media in Sweden

[How many use the following social media]

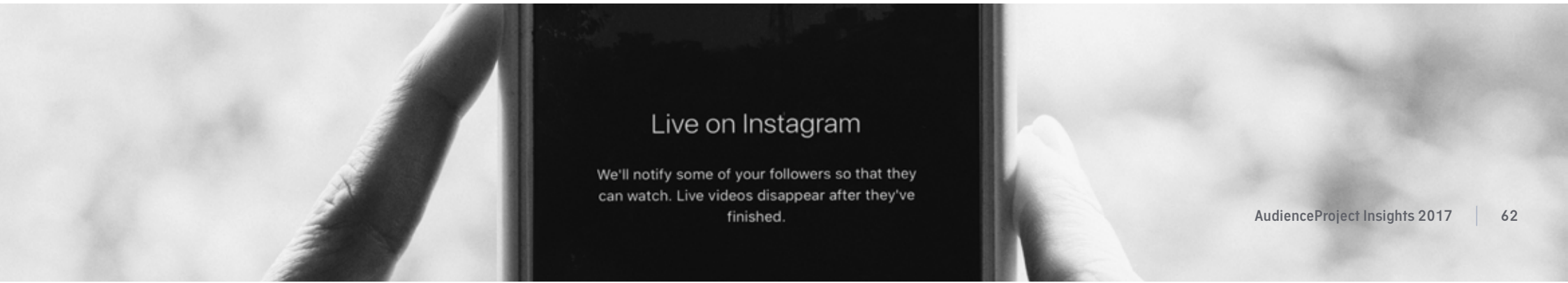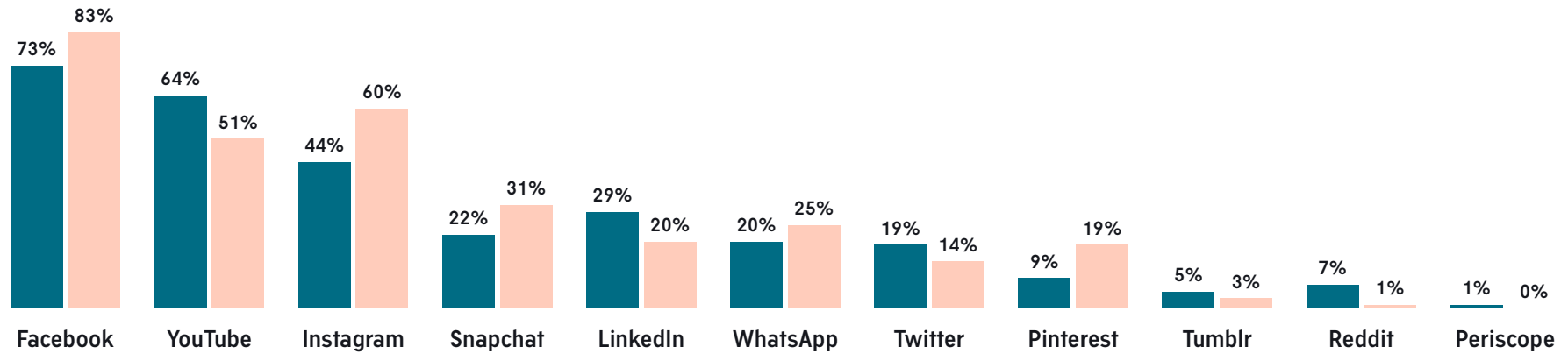|	
Facebook	78%
YouTube	57%
Instagram	52%
Snapchat	26%
LinkedIn	25%
WhatsApp	23%
Twitter	16%
Pinterest	14%
Tumblr	4%
Reddit	4%
Periscope	1%

Top social media in Sweden from 2016 to 2017

[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]

Facebook
- 77%
- 79%
- 78%

YouTube
- 63%
- 57%

Instagram
- 50%
- 47%
- 52%

Snapchat
- 22%
- 25%
- 26%

LinkedIn
- 25%
- 28%
- 25%

WhatsApp
- 25%
- 25%
- 23%

Twitter
- 19%
- 19%
- 16%

Pinterest
- 14%
- 14%
- 14%

Tumblr
- 4%
- 4%

Reddit
- 4%

Periscope
- 1%

Legend: Q1 2016 | Q4 2016 | Q2 2017
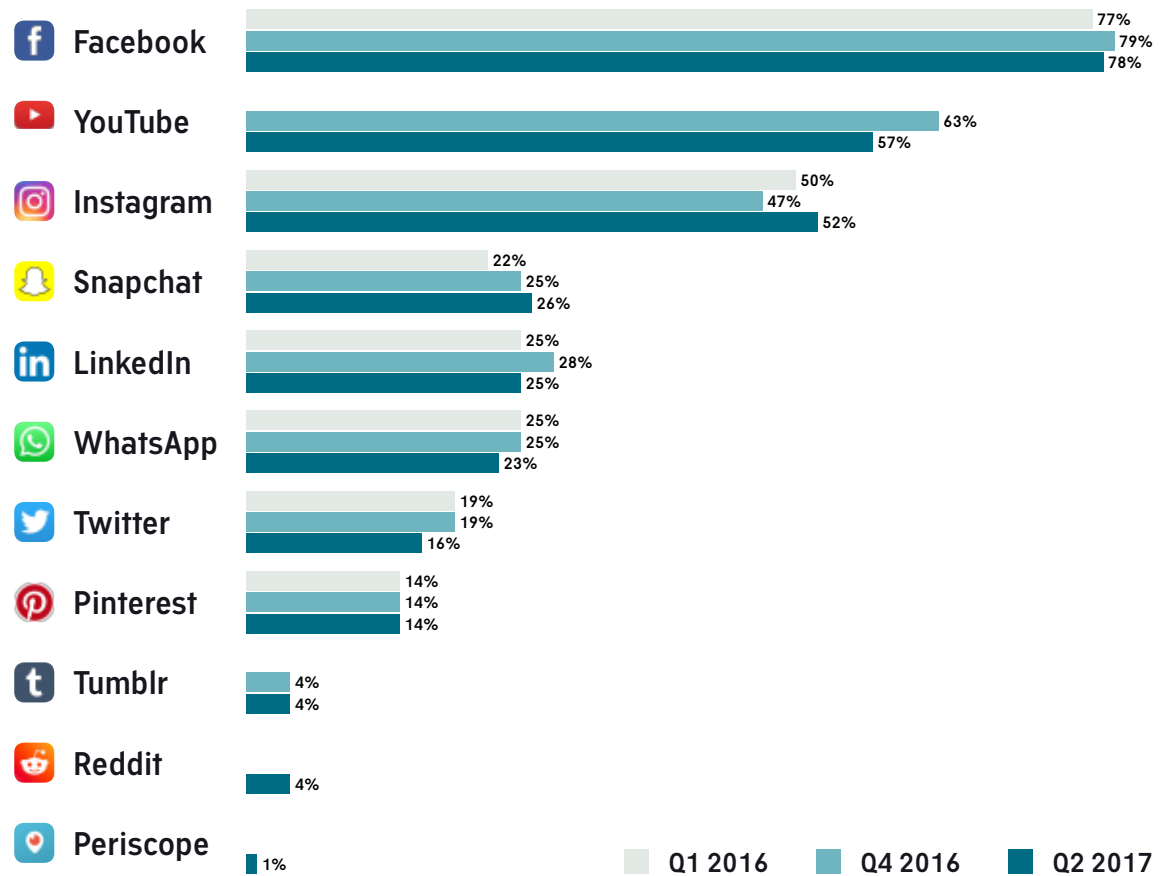
Top social media in Sweden - Gender

[How many men and women use the following social media]

	Facebook	YouTube	Instagram	Snapchat	LinkedIn	WhatsApp	Twitter	Pinterest	Tumblr	Reddit	Periscope
Male	73%	64%	44%	22%	29%	20%	19%	9%	5%	7%	1%
Female	83%	51%	60%	31%	20%	25%	14%	19%	3%	1%	0%

Top social media in Sweden - Age groups

[How many in different age groups use the following social media]

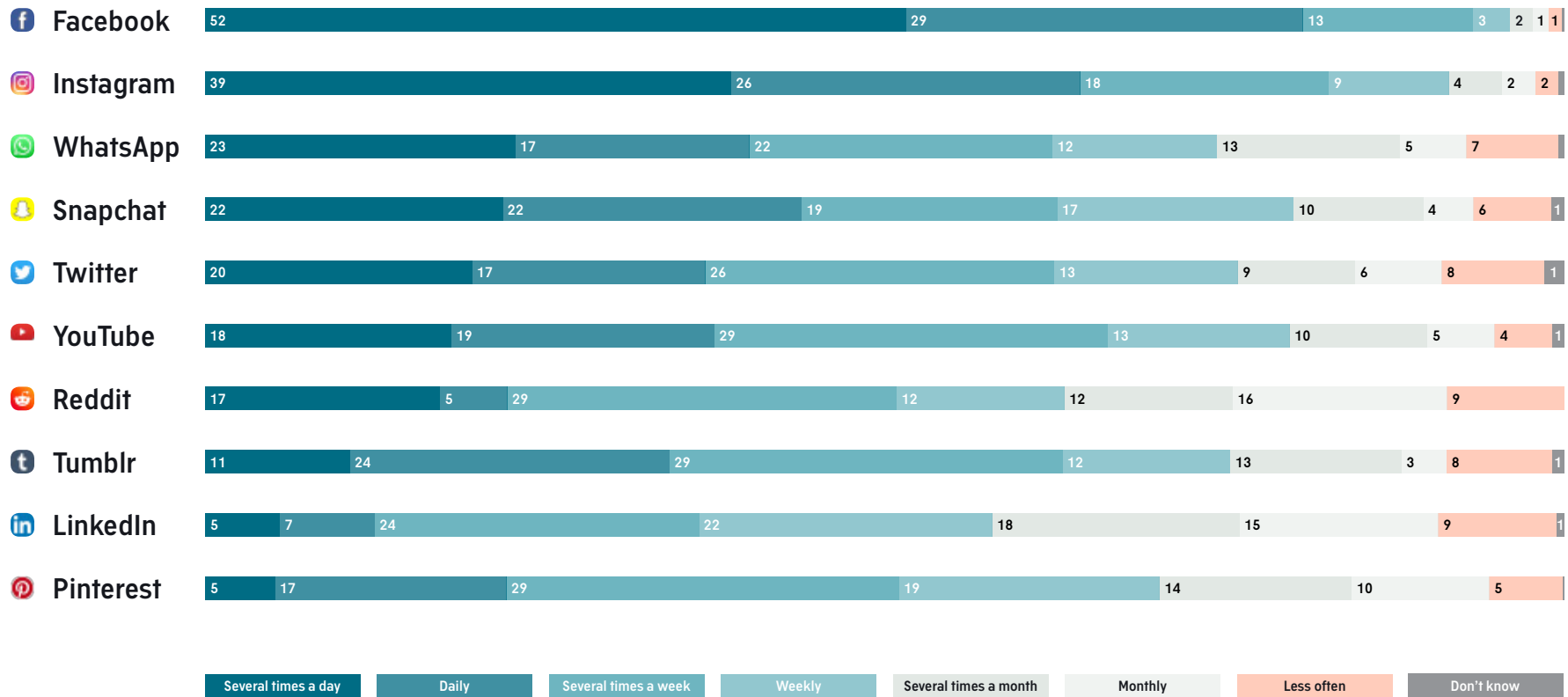| 15-25		26-35		36-45		46-55		56+	
Facebook	88%	Facebook	85%	Facebook	78%	Facebook	72%	Facebook	69%
YouTube	79%	Instagram	66%	YouTube	54%	YouTube	50%	YouTube	39%
Instagram	75%	YouTube	66%	Instagram	53%	Instagram	43%	Instagram	25%
Snapchat	70%	WhatsApp	32%	LinkedIn	32%	LinkedIn	30%	LinkedIn	16%
WhatsApp	25%	Snapchat	30%	WhatsApp	24%	WhatsApp	18%	WhatsApp	15%
Pinterest	23%	LinkedIn	29%	Snapchat	18%	Twitter	14%	Twitter	10%
Twitter	22%	Twitter	20%	Twitter	17%	Snapchat	14%	Pinterest	5%
LinkedIn	16%	Pinterest	18%	Pinterest	14%	Pinterest	11%	Snapchat	3%
Tumblr	12%	Reddit	7%	Tumblr	4%	Tumblr	2%	Tumblr	0%
Reddit	11%	Tumblr	3%	Reddit	2%	Reddit	1%	Reddit	0%
Periscope	1%	Periscope	1%	Periscope	1%	Periscope	1%	Periscope	0%

On which devices are social media used in Sweden

[On which devices are the following social media used]

Computer Tablet Mobile TV Video game console

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Computer	65	74	44	18	44	4	70	8	58	78	Too small subsample
Tablet	33	43	23	22	25	6	18	7	24	18	
Mobile	86	72	84	96	73	99	63	98	76	70	
TV	1	20	0	0	1	0	0	0	1	1	
Video game console	0	5	0	0	1	0	0	0	1	1	
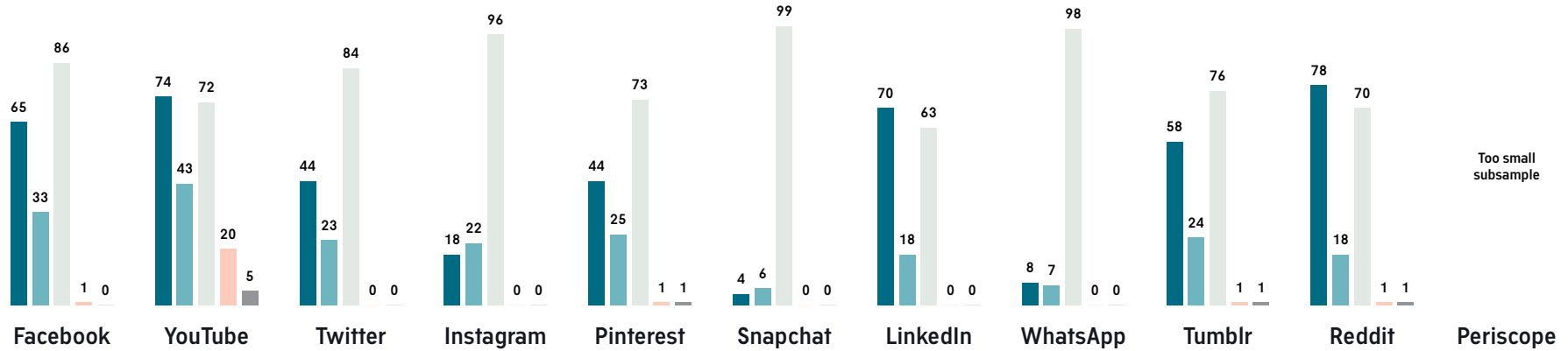
How often social media are used in Sweden

[How often are the following social media used]

	Several times a day	Daily	Several times a week	Weekly	Several times a month	Monthly	Less often	Don't know
Facebook	52	29	13	3	2	1	1	
Instagram	39	26	18	9	4	2	2	
WhatsApp	23	17	22	12	13	5	7	
Snapchat	22	22	19	17	10	4	6	1
Twitter	20	17	26	13	9	6	8	1
YouTube	18	19	29	13	10	5	4	1
Reddit	17	5	29	12	12	16	9	
Tumblr	11	24	29	12	13	3	8	1
LinkedIn	5	7	24	22	18	15	9	1
Pinterest	5	17	29	19	14	10	5	

Several times a day | Daily | Several times a week | Weekly | Several times a month | Monthly | Less often | Don't know

What social media are used for in Sweden

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	84%	4%	19%	69%	4%	82%	6%	92%	7%	4%	N/A
Strengthen professional network	9%	3%	12%	8%	7%	1%	80%	2%	4%	9%	N/A
News	25%	14%	54%	9%	18%	2%	17%	2%	11%	43%	N/A
Follow brands / companies	11%	7%	21%	16%	20%	1%	27%	1%	13%	7%	N/A
Entertainment	35%	90%	39%	50%	65%	40%	2%	3%	82%	78%	N/A
Other purposes	8%	9%	17%	7%	27%	4%	9%	5%	10%	23%	N/A

Top social media in Norway

[How many use the following social media]

Facebook	85%
Snapchat	60%
YouTube	60%
Instagram	49%
LinkedIn	21%
Twitter	20%
Pinterest	15%
WhatsApp	11%
Tumblr	4%
Reddit	4%
Periscope	0%
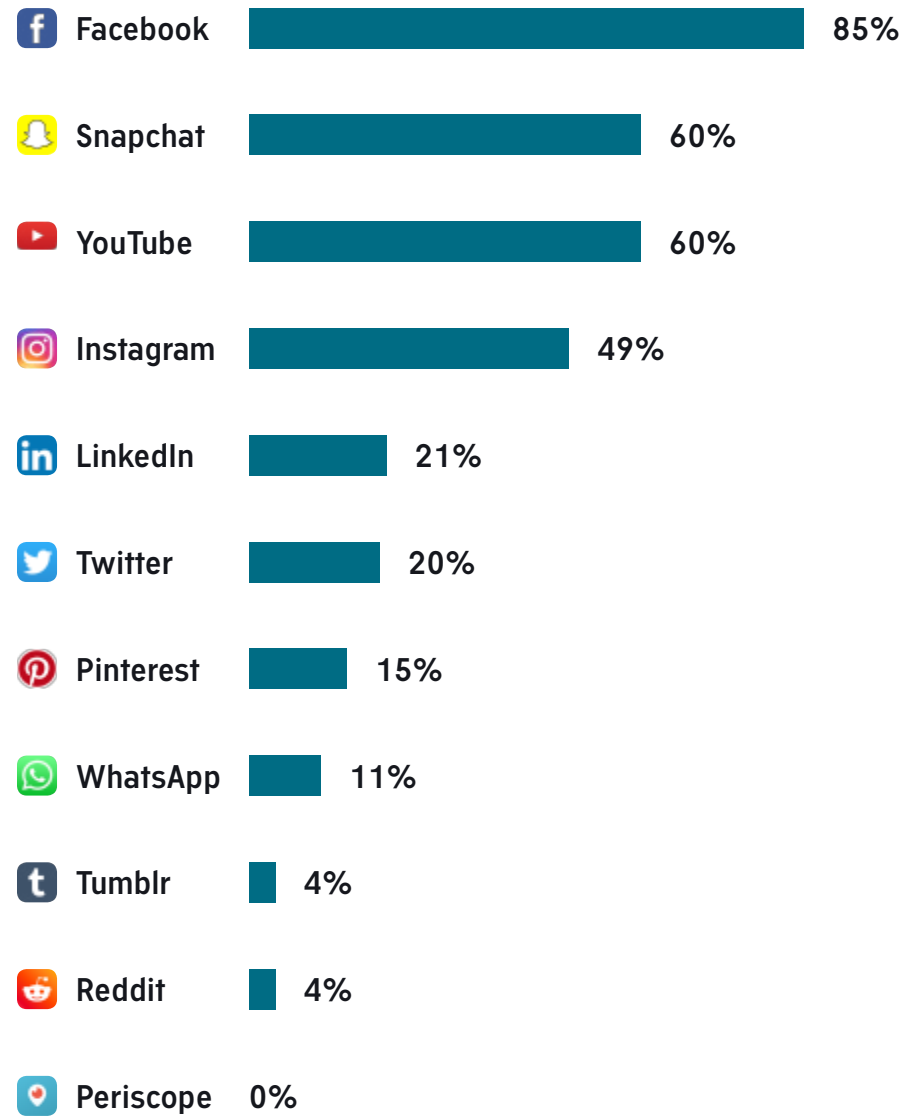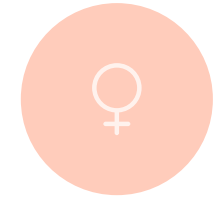
Top social media in Norway from 2016 to 2017

[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]

Facebook
- Q1 2016: 84%
- Q4 2016: 85%
- Q2 2017: 85%

Snapchat
- Q1 2016: 52%
- Q4 2016: 57%
- Q2 2017: 60%

YouTube
- Q4 2016: 64%
- Q2 2017: 60%

Instagram
- Q1 2016: 47%
- Q4 2016: 50%
- Q2 2017: 49%

LinkedIn
- Q1 2016: 27%
- Q4 2016: 27%
- Q2 2017: 21%

Twitter
- Q1 2016: 22%
- Q4 2016: 20%
- Q2 2017: 20%

Pinterest
- Q1 2016: 16%
- Q4 2016: 17%
- Q2 2017: 15%

WhatsApp
- Q1 2016: 15%
- Q4 2016: 14%
- Q2 2017: 11%

Tumblr
- Q4 2016: 4%
- Q2 2017: 4%

Reddit
- Q2 2017: 4%

Q1 2016　　Q4 2016　　Q2 2017
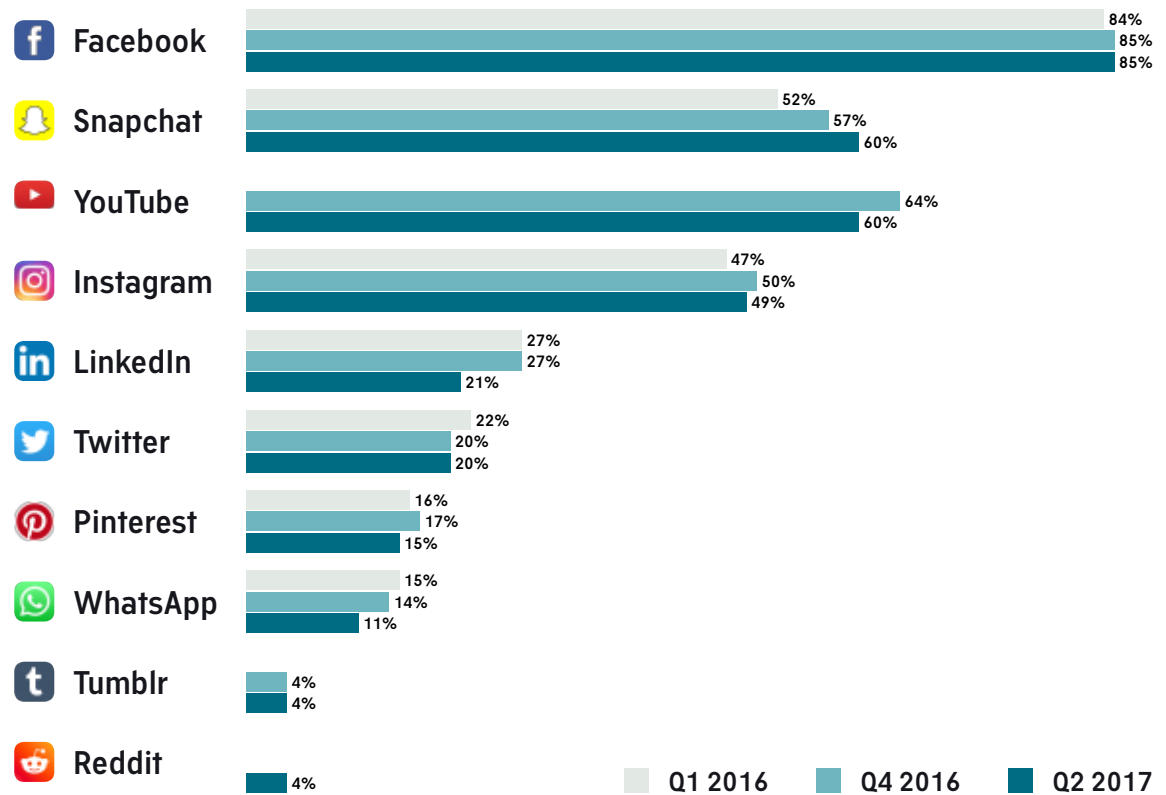
Top social media in Norway - Gender

[How many men and women use the following social media]

	Facebook	Snapchat	YouTube	Instagram	LinkedIn	Twitter	Pinterest	WhatsApp	Tumblr	Reddit	Periscope
Male	81%	54%	65%	41%	25%	24%	6%	11%	4%	6%	1%
Female	89%	66%	55%	58%	17%	16%	25%	11%	4%	1%	0%
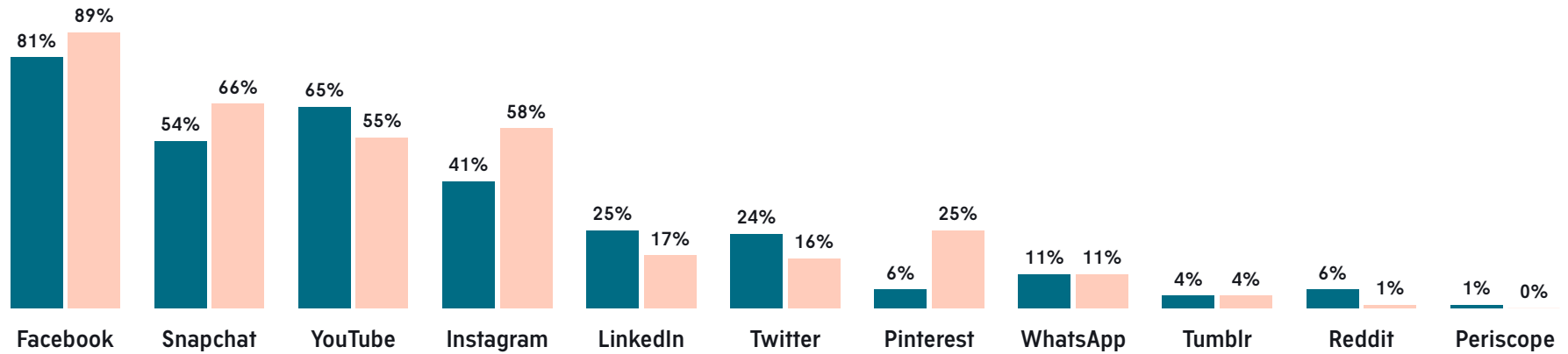
Top social media in Norway - Age groups

[How many in different age groups use the following social media]

15-25		26-35		36-45		46-55		56+	
Snapchat	96%	Facebook	93%	Facebook	87%	Facebook	77%	Facebook	72%
Facebook	95%	Snapchat	74%	Snapchat	60%	YouTube	55%	YouTube	40%
YouTube	81%	YouTube	66%	YouTube	60%	Snapchat	47%	Snapchat	28%
Instagram	77%	Instagram	57%	Instagram	52%	Instagram	40%	Instagram	23%
Twitter	26%	LinkedIn	23%	LinkedIn	27%	LinkedIn	26%	LinkedIn	18%
Pinterest	18%	Pinterest	23%	Twitter	23%	Twitter	18%	Twitter	11%
Tumblr	13%	Twitter	20%	Pinterest	18%	Pinterest	12%	Pinterest	7%
WhatsApp	13%	WhatsApp	15%	WhatsApp	13%	WhatsApp	9%	WhatsApp	6%
LinkedIn	11%	Reddit	7%	Reddit	2%	Tumblr	1%	Tumblr	0%
Reddit	10%	Tumblr	3%	Tumblr	1%	Periscope	0%	Reddit	0%
Periscope	0%	Periscope	1%	Periscope	0%	Reddit	0%	Periscope	0%

On which devices are social media used in Norway

[On which devices are the following social media used]

Computer   **Tablet**   **Mobile**   **TV**   **Video game console**

	Computer	Tablet	Mobile	TV	Video game console
Facebook	72	40	85	1	0
YouTube	77	47	70	25	9
Twitter	40	26	86	1	1
Instagram	17	23	95	0	0
Pinterest	48	30	71	0	0
Snapchat	3	9	98	0	0
LinkedIn	72	24	53	0	0
WhatsApp	7	4	99	0	0
Tumblr	62	23	66	3	0
Reddit	82	16	79	0	0
Periscope	Too small subsample				
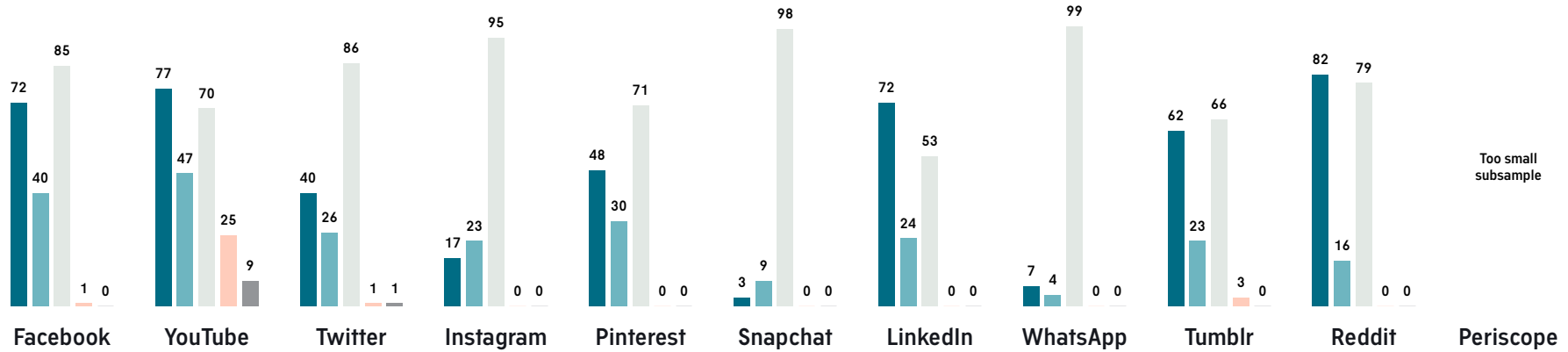
How often social media are used in Norway

[How often are the following social media used]

	Several times a day	Daily	Several times a week	Weekly	Several times a month	Monthly	Less often	Don't know
Facebook	61		25		8		2	2	1
Snapchat	46		26		20		4	2	1	1
Instagram	32		30		21		10	4	2	1
WhatsApp	14	12	39		10	9	7	8	
YouTube	14	19	34		13	12	5	2	1
Twitter	11	23	22		13	12	10	6	2
Pinterest	6	10	28	27		15	9	4	2
Tumblr	5	15	30	3	17	20		10	
LinkedIn	2	7	27	20		20	16	8	1

Several times a day   Daily   Several times a week   Weekly   Several times a month   Monthly   Less often   Don't know
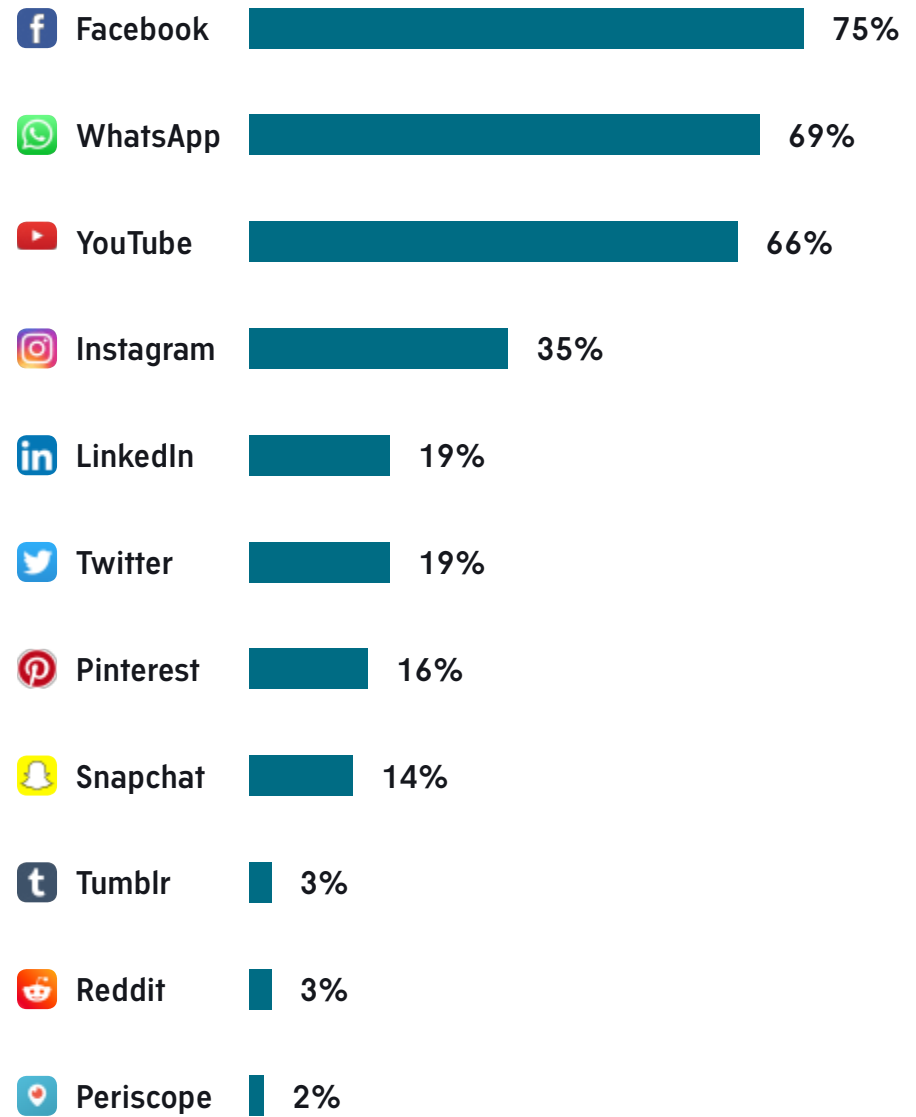
What social media are used for in Norway

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	79%	2%	16%	58%	3%	85%	8%	86%	6%	2%	N/A
Strengthen professional network	9%	2%	14%	6%	5%	3%	81%	7%	6%	5%	N/A
News	28%	10%	52%	10%	12%	4%	9%	2%	8%	52%	N/A
Follow brands / companies	8%	7%	17%	16%	20%	3%	15%	2%	2%	10%	N/A
Entertainment	49%	91%	44%	58%	66%	47%	3%	3%	77%	87%	N/A
Other purposes	7%	8%	13%	8%	23%	3%	8%	8%	24%	25%	N/A

Top social media in Finland

[How many use the following social media]

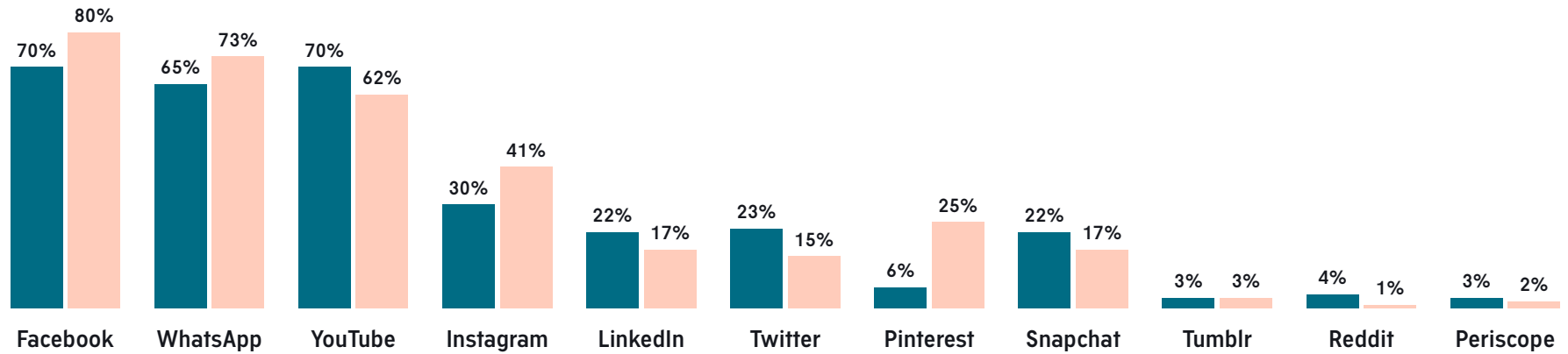| Social media	Percentage
Facebook	75%
WhatsApp	69%
YouTube	66%
Instagram	35%
LinkedIn	19%
Twitter	19%
Pinterest	16%
Snapchat	14%
Tumblr	3%
Reddit	3%
Periscope	2%

Top social media in Finland from 2016 to 2017

[How many used the following social media in Q1 and Q4 2016 compared to Q2 2017]

Facebook
- 74%
- 75%
- 75%

WhatsApp
- 61%
- 68%
- 69%

YouTube
- 71%
- 66%

Instagram
- 29%
- 32%
- 35%

LinkedIn
- 19%
- 20%
- 19%

Twitter
- 19%
- 19%
- 19%

Pinterest
- 15%
- 16%
- 16%

Snapchat
- 10%
- 14%
- 14%

Tumblr
- 3%
- 3%

Reddit
- 3%

Periscope
- 2%

Q1 2016   Q4 2016   Q2 2017
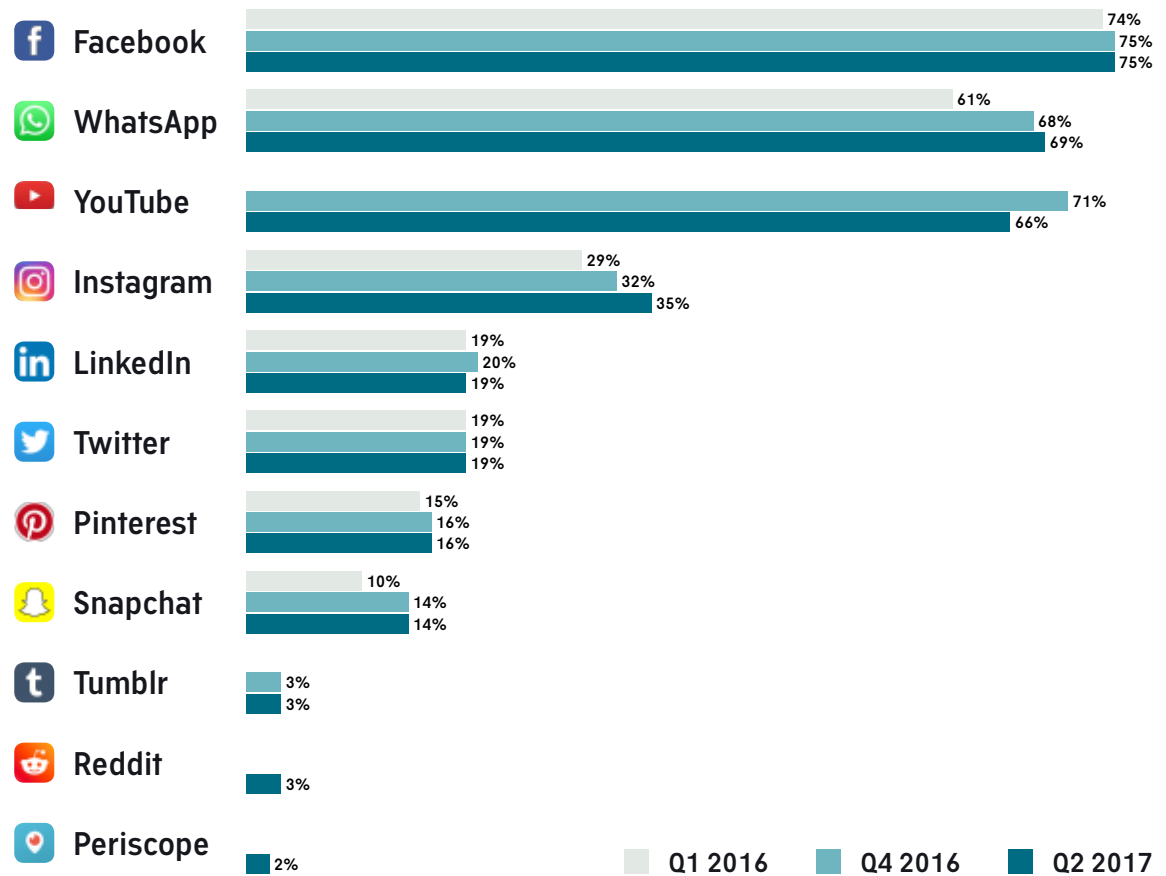
Top social media in Finland - Gender

[How many men and women use the following social media]

	Male	Female
Facebook	70%	80%
WhatsApp	65%	73%
YouTube	70%	62%
Instagram	30%	41%
LinkedIn	22%	17%
Twitter	23%	15%
Pinterest	6%	25%
Snapchat	22%	17%
Tumblr	3%	3%
Reddit	4%	1%
Periscope	3%	2%

Top social media in Finland - Age groups

[How many in different age groups use the following social media]

15-25		26-35		36-45		46-55		56+	
WhatsApp	93%	Facebook	83%	Facebook	77%	Facebook	67%	Facebook	62%
Facebook	85%	WhatsApp	82%	WhatsApp	72%	YouTube	62%	WhatsApp	46%
YouTube	84%	YouTube	74%	YouTube	70%	WhatsApp	58%	YouTube	45%
Instagram	60%	Instagram	47%	Instagram	36%	Instagram	24%	Twitter	14%
Snapchat	46%	LinkedIn	24%	LinkedIn	26%	LinkedIn	21%	Instagram	13%
Twitter	26%	Twitter	22%	Twitter	20%	Twitter	14%	LinkedIn	12%
Pinterest	21%	Pinterest	19%	Pinterest	16%	Pinterest	14%	Pinterest	8%
LinkedIn	14%	Snapchat	13%	Snapchat	9%	Snapchat	4%	Snapchat	1%
Tumblr	8%	Reddit	5%	Periscope	2%	Tumblr	2%	Tumblr	1%
Reddit	6%	Tumblr	2%	Tumblr	2%	Periscope	2%	Periscope	1%
Periscope	6%	Periscope	1%	Reddit	1%	Reddit	0%	Reddit	0%

On which devices are social media used in Finland

[On which devices are the following social media used]

Computer Tablet Mobile TV Video game console

	Computer	Tablet	Mobile	TV	Video game console
Facebook	77	33	77	1	0
YouTube	82	40	66	15	6
Twitter	50	23	78	0	0
Instagram	26	19	92	0	0
Pinterest	58	34	60	0	0
Snapchat	2	6	98	0	0
LinkedIn	86	21	44	0	0
WhatsApp	14	6	98	0	0
Tumblr	68	21	58	0	0
Reddit	Too small subsample				
Periscope	Too small subsample				
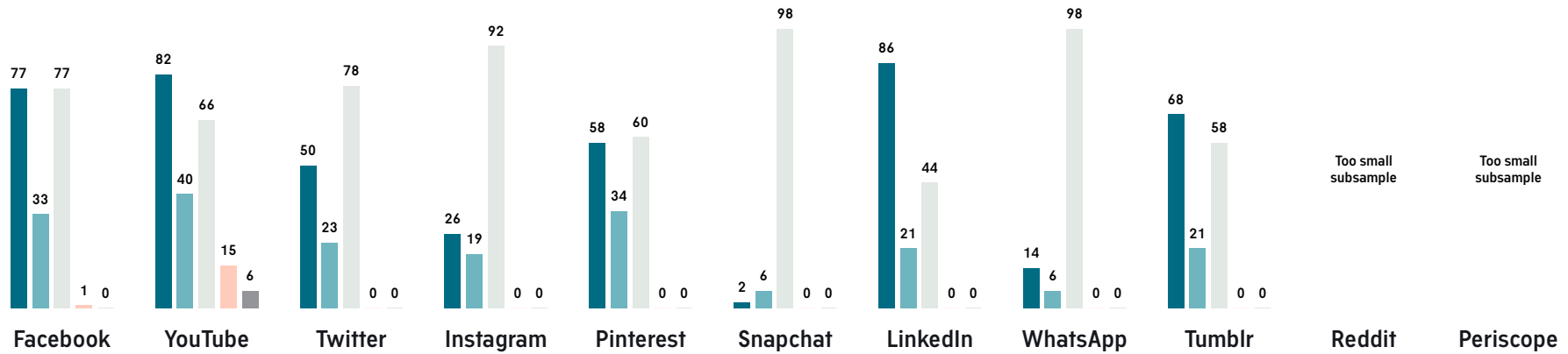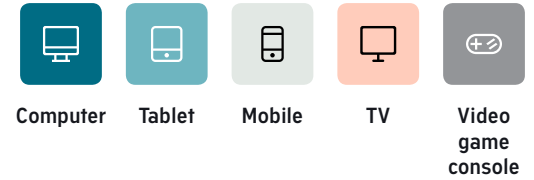
How often social media are used in Finland

[How often are the following social media used]

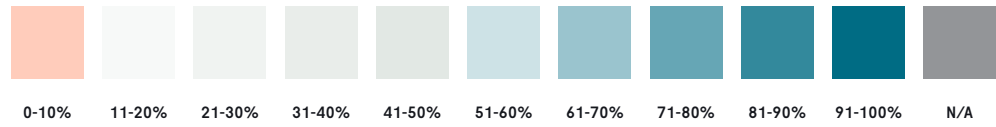|	Several times a day	Daily	Several times a week	Weekly	Several times a month	Monthly	Less often	Don't know
Facebook	49	29	14	5	1	1	1	
WhatsApp	45	23	20	5	4	1	1	
Instagram	31	22	23	10	6	4	3	
Snapchat	22	18	25	20	3	2	11	
Twitter	14	20	21	14	11	9	8	3
Tumblr	14	13	15	12	20	8	16	2
YouTube	13	19	31	17	9	7	3	1
Periscope	5	10	5	13	27	19	16	5
LinkedIn	4	7	19	26	17	16	10	1
Pinterest	2	10	31	24	14	9	6	3
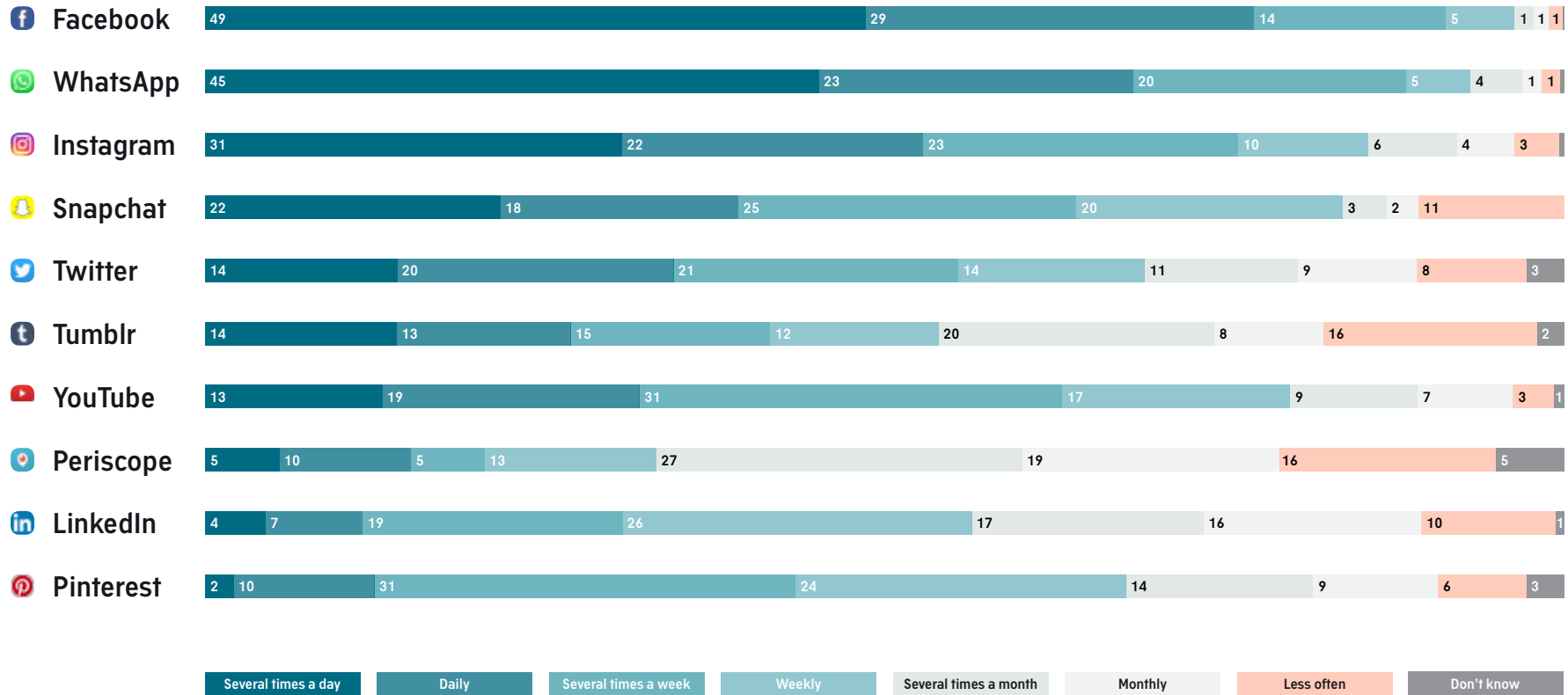
What social media are used for in Finland

[What are the following social media used for]

	Facebook	YouTube	Twitter	Instagram	Pinterest	Snapchat	LinkedIn	WhatsApp	Tumblr	Reddit	Periscope
Keep contact with friends and family	82%	5%	18%	55%	4%	80%	4%	96%	5%	N/A	N/A
Strengthen professional network	13%	4%	26%	6%	7%	2%	91%	8%	0%	N/A	N/A
News	27%	11%	50%	5%	4%	3%	11%	1%	10%	N/A	N/A
Follow brands / companies	23%	11%	43%	31%	25%	10%	23%	1%	10%	N/A	N/A
Entertainment	42%	90%	45%	60%	74%	44%	3%	7%	87%	N/A	N/A
Other purposes	7%	7%	7%	8%	19%	3%	4%	2%	9%	N/A	N/A

What social media are used for

[What are the following social media used for]

Legend: 0-10% | 11-20% | 21-30% | 31-40% | 41-50% | 51-60% | 61-70% | 71-80% | 81-90% | 91-100% | N/A

Columns: Facebook | YouTube | Twitter | Instagram | Pinterest | Snapchat | LinkedIn | WhatsApp | Tumblr | Reddit | Periscope

Rows: Keep contact with friends and family | Strengthen professional network | News | Follow brands / companies | Entertainment | Other purposes

Each cell shows countries: US, UK, DK, SE, NO, FI
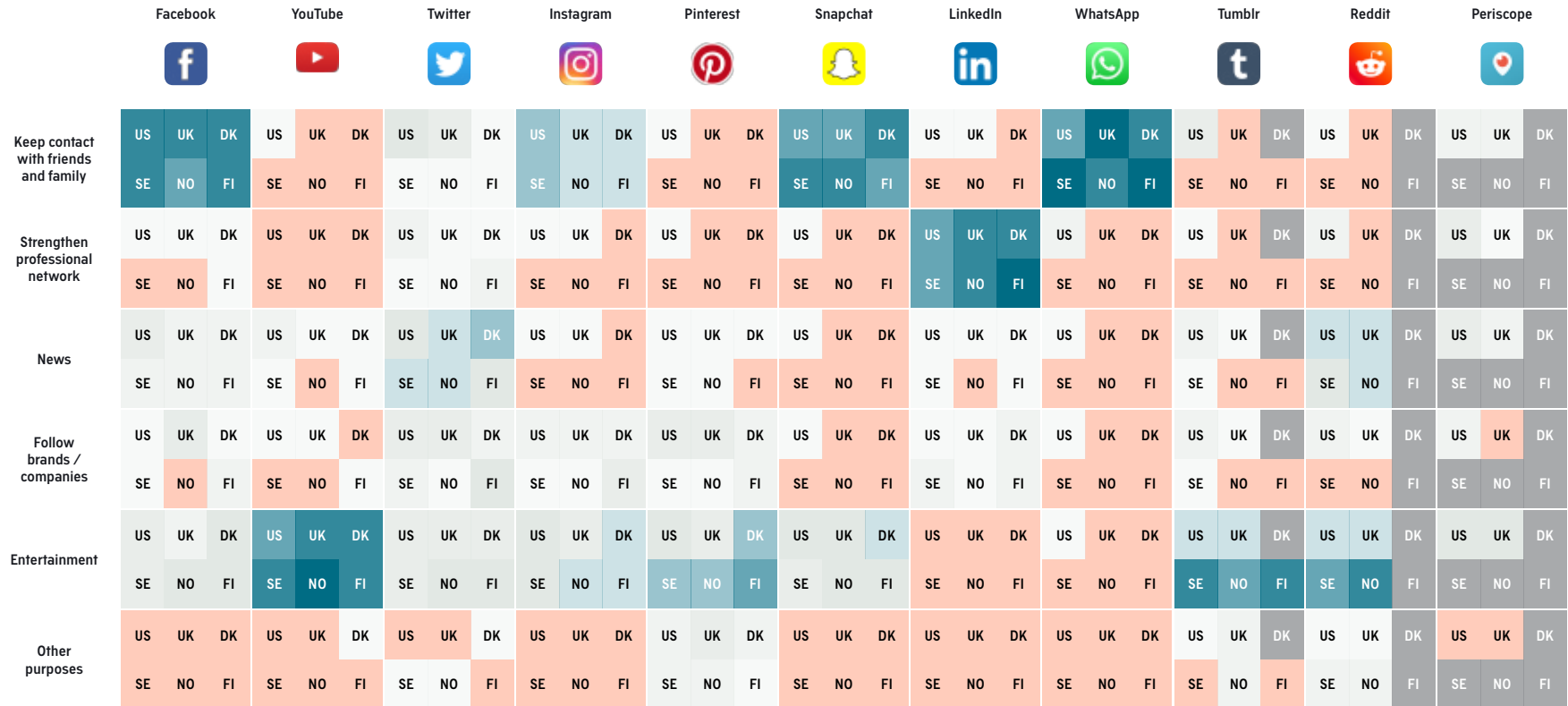
MOBILE BANKING

Mobile payment services are used by half of the online population in the US and UK. The situation is different in the Nordics, where the use of mobile payment services is much more common. MobilePay, Swish and Vipps rule the markets in Denmark, Sweden and Norway respectively.
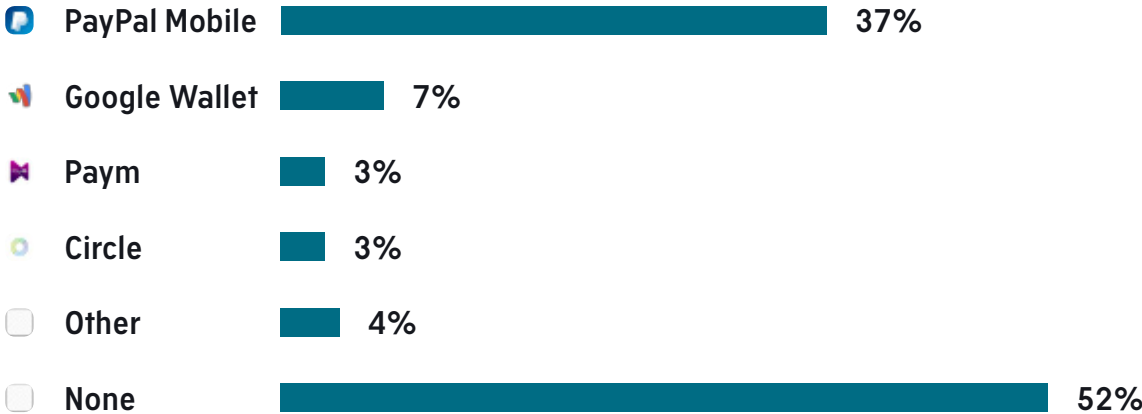
Top mobile payment services in the US

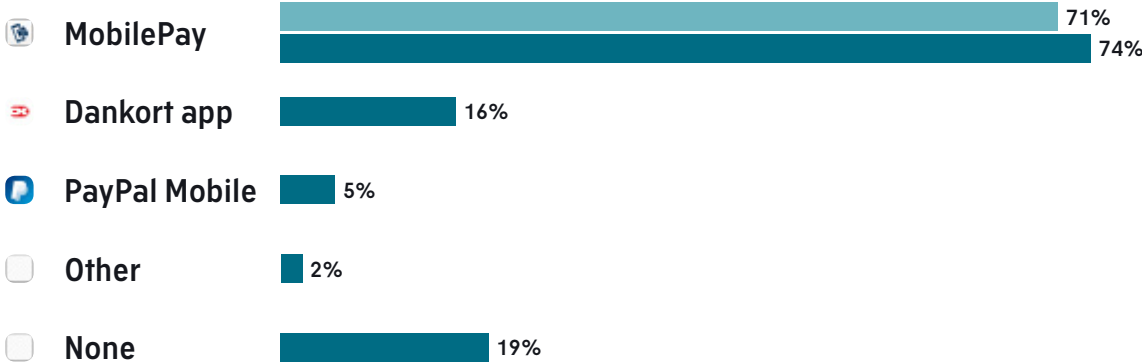[How many use the following mobile payment services on a mothly basis]

PayPal Mobile		37%
Google Wallet		13%
Messenger		12%
Venmo		7%
Square Cash		7%
Snapcash		4%
Popmoney		3%
Circle		2%
Zelle		2%
Other		5%
None		46%
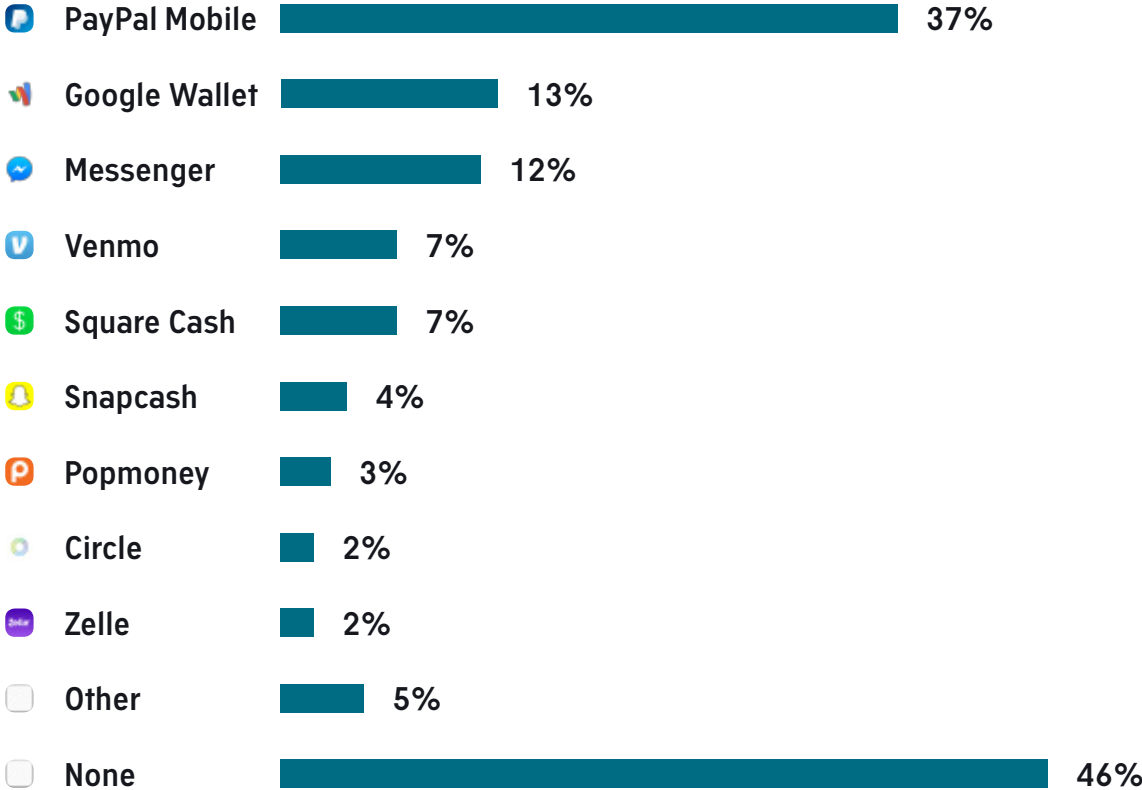
Top mobile payment services in the UK

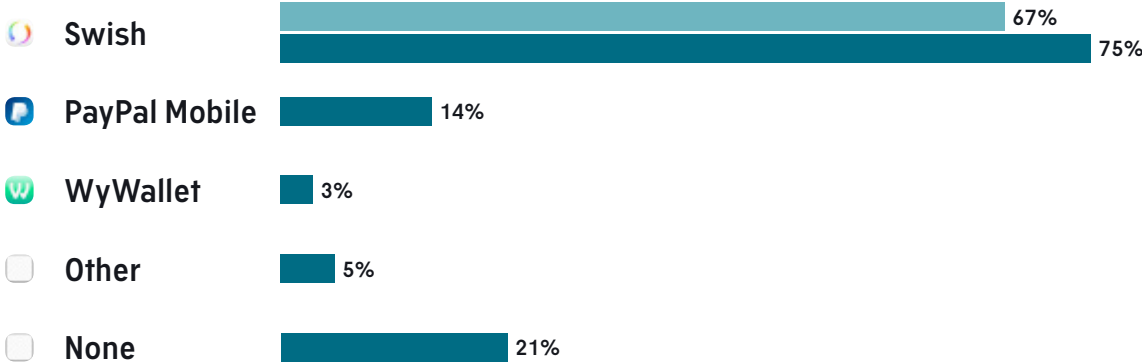[How many use the following mobile payment services on a mothly basis]

PayPal Mobile ████████████████████████ 37%

Google Wallet ████ 7%

Paym ██ 3%

Circle ██ 3%

Other ██ 4%

None ████████████████████████████████ 52%

Top mobile payment services in Denmark

[How many use the following mobile payment services on a mothly basis]

MobilePay 71%
74%

Dankort app 16%

PayPal Mobile 5%

Other 2%

None 19%

■ Q4 2016 ■ Q2 2017

Top mobile payment services in Sweden

[How many use the following mobile payment services on a mothly basis]

Swish 67% 75%

PayPal Mobile 14%

WyWallet 3%

Other 5%

None 21%

■ Q4 2016 ■ Q2 2017

Top mobile payment services in Norway

[How many use the following mobile payment services on a mothly basis]

Vipps — 54%
Vipps — 60%

PayPal Mobile — 11%

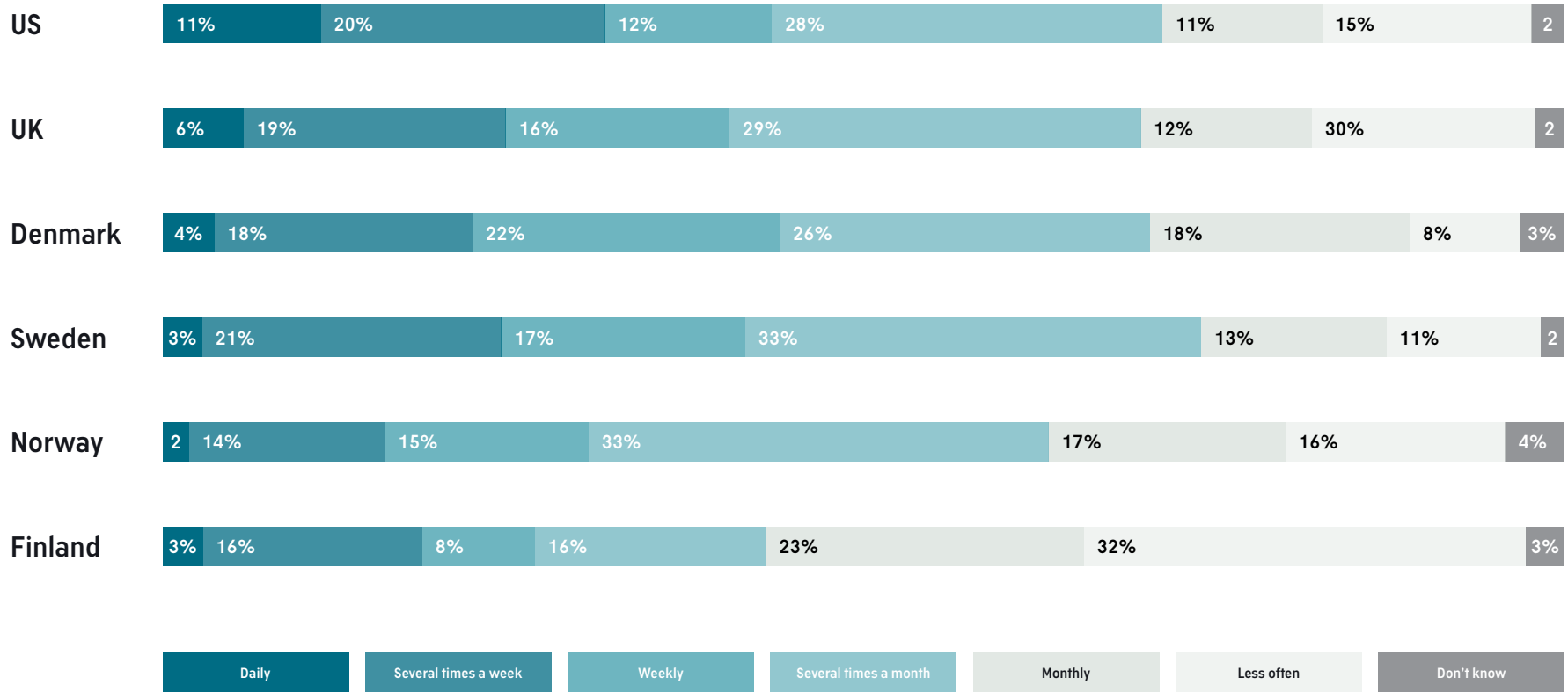**mCash*** — 5%

MobilePay — 4%

Other — 3%

None — 34%
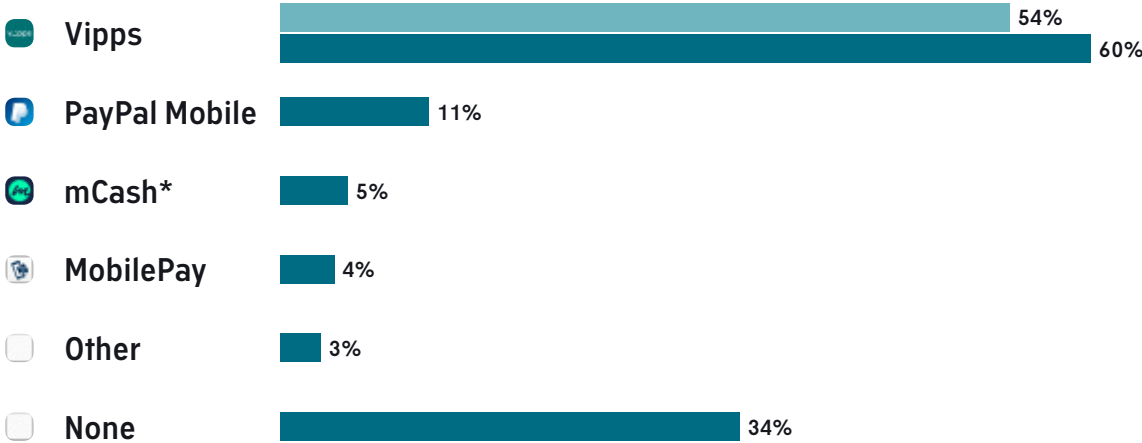
* Now a part of Vipps

Q4 2016   Q2 2017

How often mobile payment services are used

[How often do people use mobile payment services]

	Daily	Several times a week	Weekly	Several times a month	Monthly	Less often	Don't know
US	11%	20%	12%	28%	11%	15%	2
UK	6%	19%	16%	29%	12%	30%	2
Denmark	4%	18%	22%	26%	18%	8%	3%
Sweden	3%	21%	17%	33%	13%	11%	2
Norway	2	14%	15%	33%	17%	16%	4%
Finland	3%	16%	8%	16%	23%	32%	3%

Daily Several times a week Weekly Several times a month Monthly Less often Don't know

ABOUT THE STUDY

Methodology

The study is a part of AudienceProject Insights 2017. Data is collected through online surveys done in Q1 and Q2 2017. The respondents have been selected from our Nordic, UK and US panels consisting of more than 1 million panelists and weighed to achieve representativity on the more than 14.000 respondents who completed the survey.

Editor & Data
Rune Werliin
rw@audeinceproject.com
+45 60 17 77 76

Text & Design
Martin Kokholm
mk@audienceproject.com
+45 25 61 32 19

Contact
hello@audienceproject.com

Website
www.audienceproject.com

Twitter
@Audience_P
#apinsights2017

About AudienceProject

AudienceProject has its roots in market research, technology and large scale data. It helps brands, agencies, publishers and e-commerce companies identify, target and vaildate audiences. The products range from audience planning, validtaion and targeting on socio demographics as well as other variables.