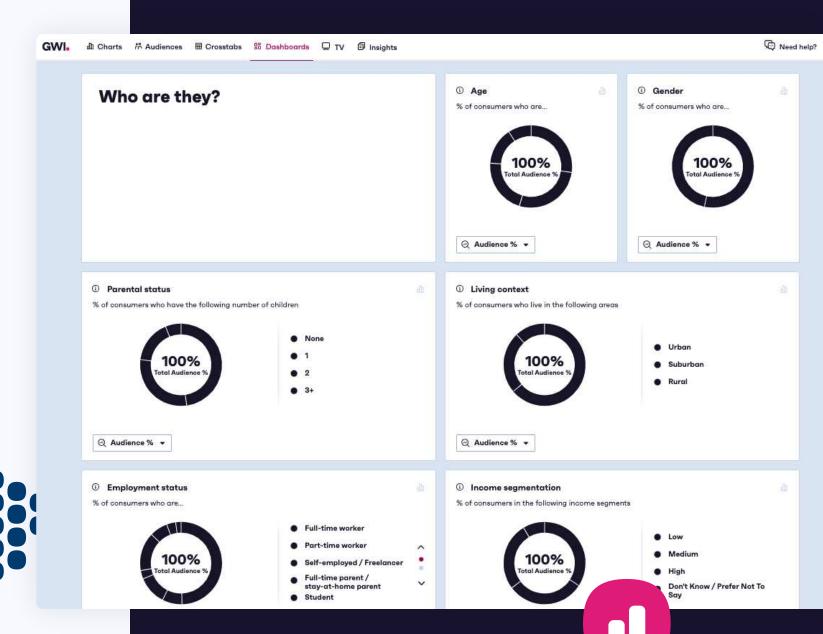
Europe

Key digital behaviors and trends over time and across demographics

Sample Q2-Q3 2021 124,949

Internet
Penetration*

*GWI's forecasts for 2020 based on 2018 ITU data



We've collected all charts in this report in an interactive dashboard on our Platform, where you can investigate the data by demographics, over time, and among custom audiences.



Living context

Top 5 interests

Lifestyle

% who cat least

Drink

Eat ou

Eat fas

Visit the cinema

Travel behaviors

Top 5 travel influences

Future outlook

country where you live

Age 16-24 25-34 35-44 45-54 55-64 19 27 23 27 21 22 21 15 16 9

Gender		Parental status	
Female	50 47	Parent 54 52	
Male	50 53	Non-Parent 46 48	

63 20 17 64 24 12 Urban Suburban Rural

Income segmentation						
Low	Medium	High				
30	30	29	11			
34	31	27	8			
		nre	Don't know/			

Self-perceptions	
I believe all people should have equal rights	62 57
I like to know what is going on in the world	55 48
I am interested in other cultures/countries	51 46
I like to explore the world	50 48
I always try to recycle	47 39

Character	
Open-minded	57 56
Price-conscious	49 41
Social/outgoing	44 42
Creative	44 46
Confident	43 49

49	51
10	8
6	11
4	3
11	15
10	7
7	3
3	2
	10 6 4 11 10 7



Films/cinema	
Cooking	
	· ·
Television	

Exercise		
% who do the following at least once a week		
Go running	31	55
Go to the gym	22	38

Top 5 sports played	
Swimming	25 26
Soccer	21 22
Cycling	15 2 1
Exercise classes	13 14
Volleyball	11 13

lo the following once a week			% who think the following will get better in the next 6 months		
alcohol	35	29	The environment	19	
t at a restaurant	14	26	Your personal finances	36	
t food	18	30	The economy of the	28	

Domestic vacation 34% 45% Vacation abroad 17% 28%

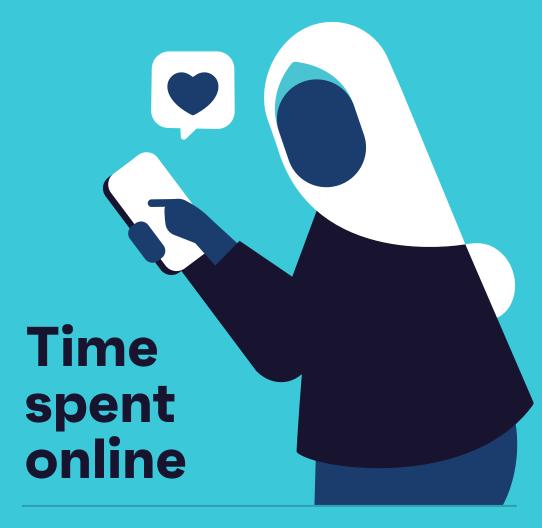
6 13

% who do the following at least once every 6 months

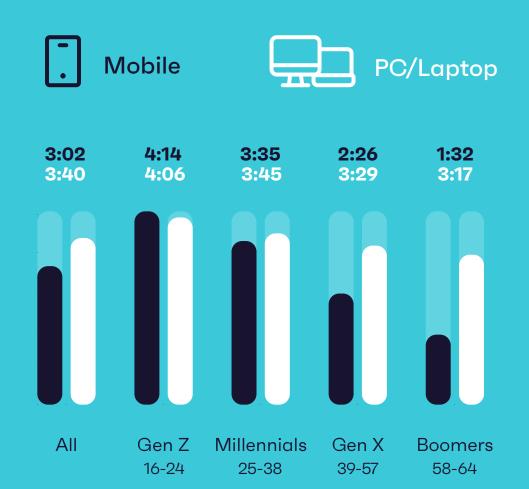


@gwi





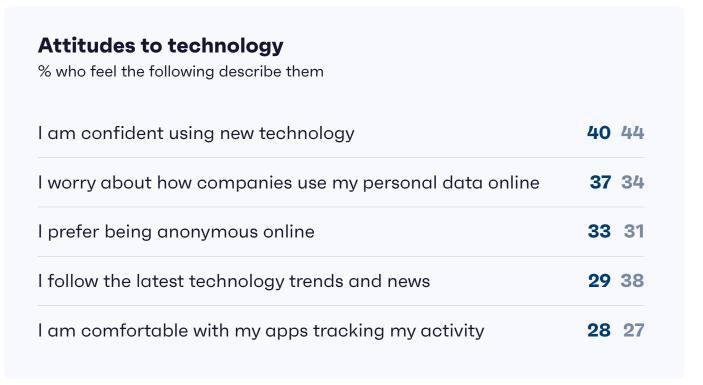
Average h:mm per day typically spent online on the following devices





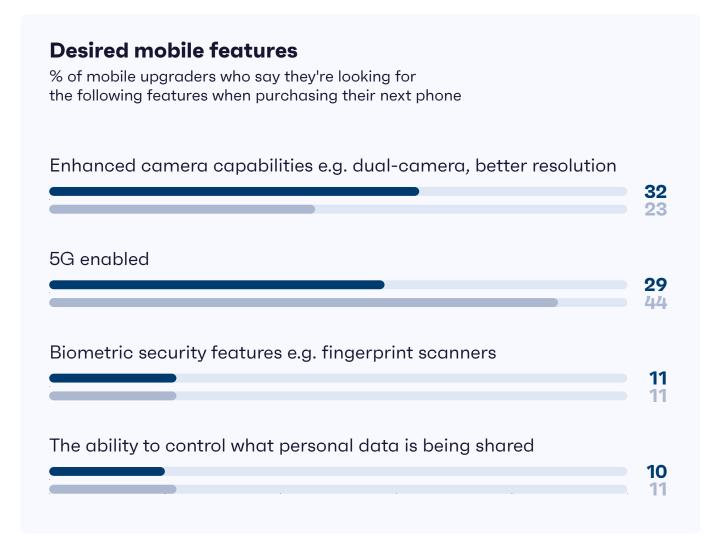
How do they use technology and electronics?





Plan to buy a new phone or upgrade in the next 12 months

- 6 who sa		or next purchase Iowing brands when they next upgrade es in this chart exclude China		
1.	Samsung	SAMSUNG	51	51
2.	iPhone	Ć	35	43
3.	Xiaomi	mi XIAOMI	20	18
4.	Huawei	HUAWEI	16	10
5.	Honor	HONOR	6	3



Mobile actions who say they have done the following mobile actions in the last month	
sed/scanned a QR code	07
	36 28
lade a video call or used FaceTime	
	30
	38
sed an image recognition tool	
	16 30
racked your screen time or set app limits	10
	19



Smart home product ownership

% of smart home product owners who say they own the following

Smart speaker (e.g. Apple HomePod)	65%	64%
Smart utility product (e.g. remotely controlled thermostat)	43%	44%
Smart security product (e.g. remotely controlled doorbell)	31%	43%

Top 5 electronics

Purchased in the last 3-6 months

Planning to purchase

1.	Headphones/earphones	29 13
2.	Laptop	16 14
3.	Computer/video games	14 10
4.	Flat-screen TV	12 10
5.	Tablet	12 9

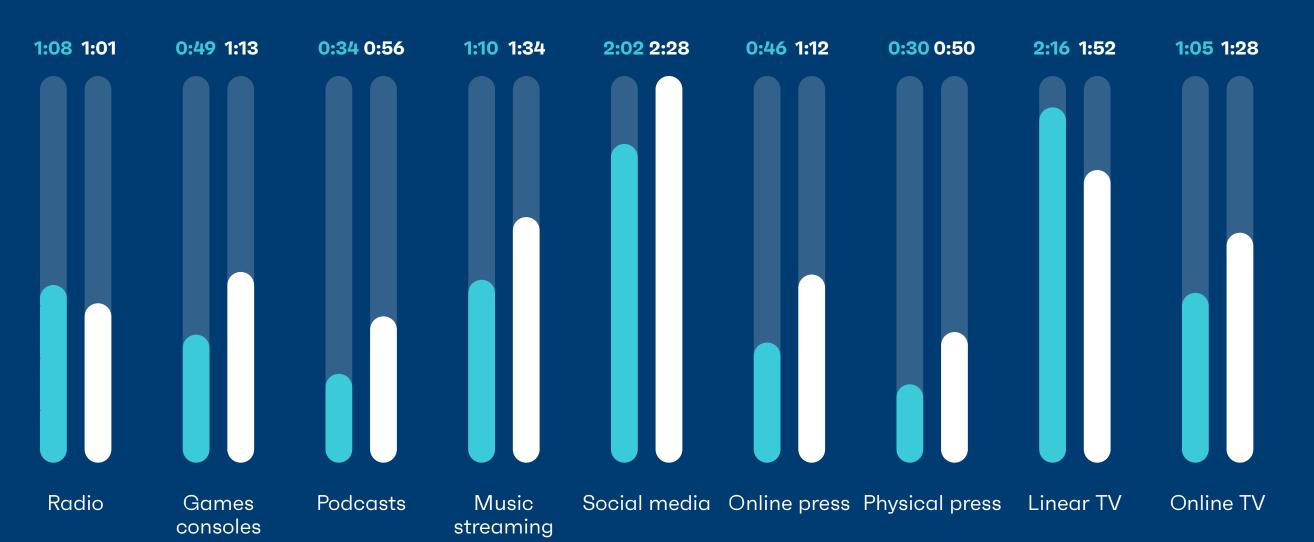
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Daily media time

Average time spent per day on the following types of media in h:mm

● Europe ● Global





What media do they consume?

Europe %Global average %

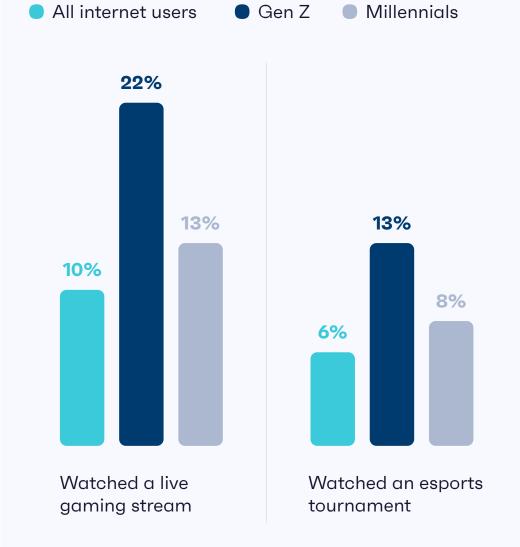
TV behaviors

% who have watched the following in the last month

On-demand TV/a streaming service	90 94
Live TV/a TV channel	88 88
Recorded TV	27 24

Spectator gaming engagement

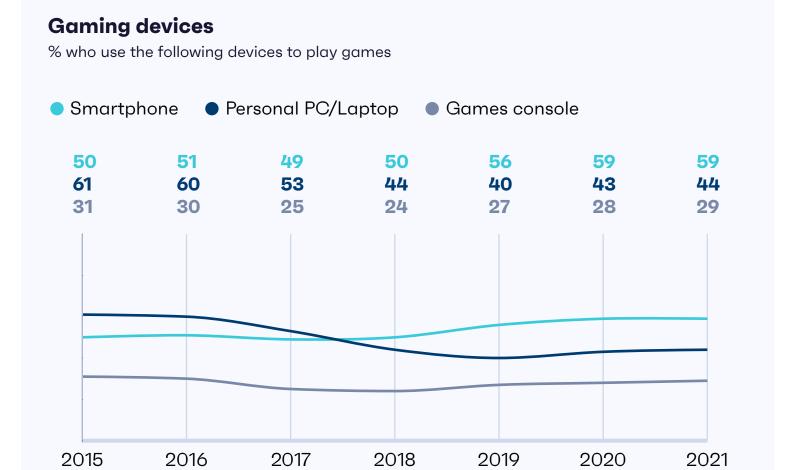
% who have done the following in the last month



Top 5 streaming services

% who have used the following in the last month

1.	YouTube	YouTube	63 54
2.	Netflix	NETFLIX	48 41
3.	Amazon Prime Video	prime video	24 23
4.	Disney+	DISNEP+	12 10
5.	Twitch	Ewilteh	11 9



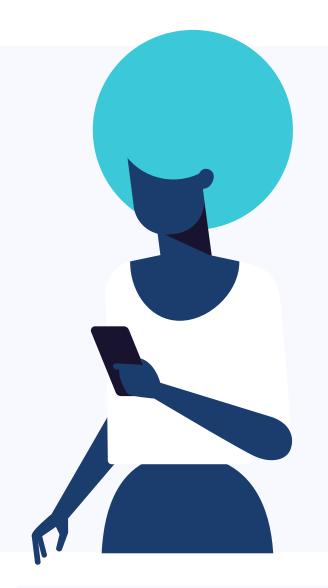
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How do they use social media?

Europe % Global average %

Attitudes toward social % who say the following describe them I am using social media less than I used to 26 23 I think social media is good for society 26 37 I worry I spend too much time on social media 24 28 I feel using social media causes me anxiety



Accounts followed

Companies/brands you purchase from

Companies/brands you're considering purchasing from

20% 21%

Top 5 reasons for being on social

% who say the following are main reasons for using social media

1.	Keeping in touch with friends/family	54 48
2.	Filling spare time	42 36
3.	Reading news stories	41 35
4.	Finding content	30 31
5.	Finding inspiration for things	26 28

	Brand interactions on social % who have done the following in the past month		
1.	Liked/followed a brand on social	20 23	
2.	Visited a brand's social network page	20 21	
3.	Used a social networking "share" button	11 17	
4.	Clicked on a sponsored post on social	11 16	
5.	Unliked/stopped following a brand on social	11 13	

Top 10 social platforms in Europe

% of internet users who visit the following platforms at least once a day

Europe

Global





64% 57%



Instagram 49% 53%



Facebook 48% 58%



Facebook Messenger **25%** 32%



21% 24%

TikTok







Telegram Messenger **16% 21%**



VK (Russia only) 13% —



Snapchat **12% 15%**



10% 13%

Note that global figures in this chart exclude China.

Search engines

Ads seen on TV

Search engines



Purchase journey



Brand/product discovery

% who discover brands/products via the following

32 28 Word-of-mouth recommendations

38 32

35 31

61 49

65 51

45 39

39 33



Online brand/ product research

% who use the following for more information about a brand/product

Consumer reviews 39 37 Social networks **37 43**



Online purchase drivers

% who are most likely to buy a product online due to the following

Coupons and discounts Reviews from other customers

Brand advocacy High-quality products % who are motivated to advocate a brand online by the following

Free delivery

50 47 47 40 37 34 Great customer service



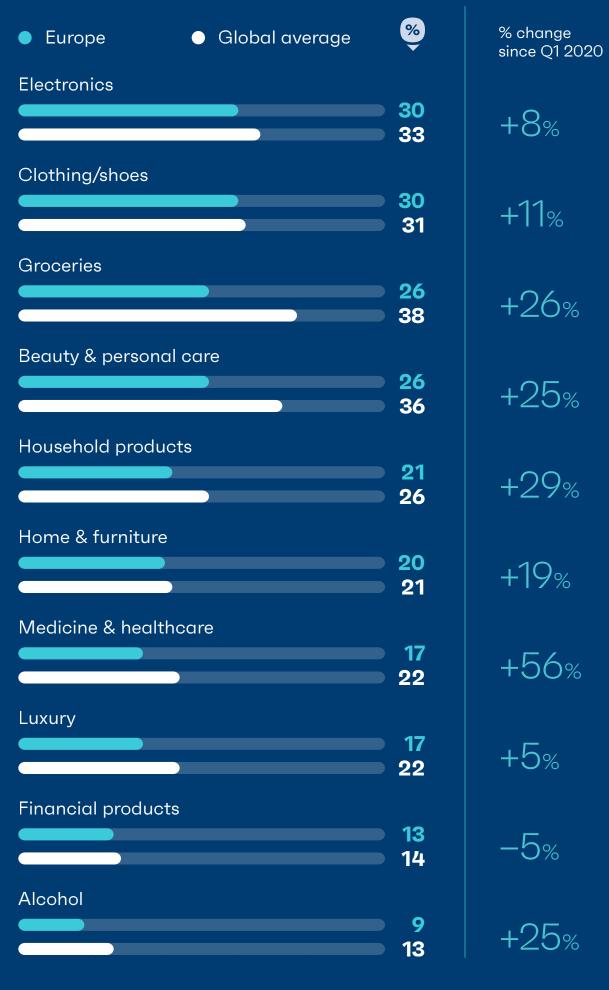


% who say they'd rather do the following



Online purchases

% who have purchased the following products online



Methodology

Unless otherwise stated, all figures in this report are drawn from GWI's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GWI's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please **click here.**

Purchase category definitions:

Alcohol

Beer, Champagne/sparkling wine, Cider, Pre-mixed/readyto-drink cocktails, Spirits, Wine (any), Wine (red), Wine (white)

Beauty & personal care

Conditioner, Deodorant,
Exfoliating products, Grooming
& shaving products, Hair
coloring products, Hair styling
products, Hair styling tools,
Make-up/cosmetics, Moisturizer,
Shampoo, Skincare products

Clothing/shoes

Clothing, Shoes, Sports clothing/equipment

Electronics

2-in-1 laptop/tablet,
Broadband/fiber optic,
Computer/video games, Desktop
PC, Digital camera, Flat-screen
TV, Games console,
Headphones/earphones, Laptop,
Smart home assistant, Smart
wearable device, Tablet

Financial products

Car/automotive insurance, Foreign currency, Health insurance, Home contents insurance, Home-owners/ building insurance, Life insurance, Mortgage, Pet insurance, Travel insurance

Groceries

Bottled water, Breakfast cereal, Candy, CBD-infused products (U.S.A. and Canada only), Cheese, Chewing gum, Chocolate, Coffee, Cookies, Fresh ready meals, Frozen food/ready meals, Health foods, Ice cream, Organic fruit/vegetables, Potato chips/ crisps, Snack foods, Soft drinks, Tea, Vitamins/supplements

Home & furniture

Air conditioning unit, Bed,
Dishwasher, Garden furniture,
Home exercise equipment,
Household furniture,
Housing/property, Iron,
Microwave, Refrigerator, Sofa,
Vacuum cleaner, Washing
machine/tumble dryer

Household products

Air freshener/deodorizer, Cleaning products, Dishwasher tablets, Fabric conditioner, Laundry detergent/washing powder, Pet food (dry) for cats/dogs, Pet food (wet) for cats/dogs, Pet food other animals

Luxury

Glasses/spectacles, Handbag/bag, Jewelry, Purse/wallet, Wristwatch

Medicine & healthcare

Cough/cold/flu medicine, First-aid items, Headache/migraine medicine, Heart medication, Medicines/pharmaceutical items, Mouth/oral care treatment, Pain relief medicine, Skin problem treatment

