ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

DIGITAL 2021

HAITI

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE
Findings published in this report use the latest available data at the time of production. In order to provide the most accurate and up-to-date information, we have changed the sources we use to inform some of the numbers, and we have also changed the ways in which we calculate certain values. Consequently, various figures in this report will not be comparable with similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a ◊ COMPARABILITY ADVISORY in the footnotes of each relevant slide, and in some cases we’ve also added an alert beneath the chart’s headline. In particular, please note that we no longer include data sourced from social media platforms in our internet user figures. As a result, the internet user numbers in this year’s reports may appear lower than those in previous reports, but this does not necessarily imply an actual drop in internet users. We have recalculated historical internet user figures in order to provide accurate growth figures in this year’s reports, but overall values will not be comparable with data published in previous reports in this series. Please also note that social media user numbers may not represent unique individuals, because some people may manage multiple social media accounts, and because some active social media accounts may represent ‘non-human’ entities such as animals, groups and organisations, locations, and more. As a result, the figures we publish for social media users may exceed the figures we publish for internet users. This may seem counter-intuitive, but the numbers in such instances are not incorrect. Separating social media user numbers from internet user numbers in this way allows readers to make more informed choices, and enables them to use the data that has the greatest relevance to their needs. Please see the complete list of data sources at the end of this report for further details.
CLICK HERE TO READ OUR DIGITAL 2021 GLOBAL OVERVIEW REPORT, WITH CLOSE TO 300 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

CLICK HERE TO READ OUR DIGITAL 2021 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL DIGITAL OVERVIEWS FOR EVERY COUNTRY IN THE WORLD
GLOBAL HEADLINES
GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL POPULATION

7.83 BILLION
URBANISATION: 56.4%

UNIQUE MOBILE PHONE USERS

5.22 BILLION
vs. POPULATION: 66.6%

INTERNET USERS*

4.66 BILLION
vs. POPULATION: 59.5%

ACTIVE SOCIAL MEDIA USERS*

4.20 BILLION
vs. POPULATION: 53.6%

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNIIC; APJII; SOCIAL MEDIA PLATFORMS’ SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; *ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.
GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

TOTAL POPULATION

UNIQUE MOBILE PHONE USERS

INTERNET USERS*

ACTIVE SOCIAL MEDIA USERS*

JAN 2021 vs. JAN 2020

+1.0% +1.8% +7.3% +13.2%

+81 MILLION +93 MILLION +316 MILLION +490 MILLION

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS’ SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPe. *ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES.
INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; ARJII; CNNIC; THE U.N.

ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS

NOTES: PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOSCHHEM.
SOCIAL MEDIA USERS vs. TOTAL POPULATION
NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION

*ADVISORY: "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. NOTES: DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOSCHEME. **COMPARABILITY ADVISORY:** DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SOURCES: KEPIO (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS’ SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH.
THE WORLD’S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD’S TOP SOCIAL MEDIA PLATFORMS*

<table>
<thead>
<tr>
<th>Platform</th>
<th>Active Users (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>2,740</td>
</tr>
<tr>
<td>YOUTUBE</td>
<td>2,291</td>
</tr>
<tr>
<td>WHATSAPP</td>
<td>2,000</td>
</tr>
<tr>
<td>FB MESSENGER**</td>
<td>1,300</td>
</tr>
<tr>
<td>INSTAGRAM*</td>
<td>1,221</td>
</tr>
<tr>
<td>WEIXIN / WECHAT</td>
<td>1,213</td>
</tr>
<tr>
<td>TIKTOK*</td>
<td>689</td>
</tr>
<tr>
<td>QQ*</td>
<td>617</td>
</tr>
<tr>
<td>DOUYIN**</td>
<td>600</td>
</tr>
<tr>
<td>SINA WEIBO</td>
<td>511</td>
</tr>
<tr>
<td>TELEGRAM</td>
<td>500</td>
</tr>
<tr>
<td>SNAPCHAT</td>
<td>498</td>
</tr>
<tr>
<td>KUAISHOU</td>
<td>481</td>
</tr>
<tr>
<td>PINTEREST</td>
<td>442</td>
</tr>
<tr>
<td>REDDIT**</td>
<td>430</td>
</tr>
<tr>
<td>TWITTER</td>
<td>353</td>
</tr>
<tr>
<td>QUORA**</td>
<td>300</td>
</tr>
</tbody>
</table>

DATA UPDATED TO: 25 JANUARY 2021

*SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS’ SELF-SERVICE AD TOOLS.

*NOTES: PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.
MOBILE CONNECTIONS vs. TOTAL POPULATION
NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION

SOURCES: GSMA INTELLIGENCE (JAN 2021); POPULATION DATA FROM THE UNITED NATIONS AND U.S. CENSUS BUREAU (ACCESSED JAN 2021).
* COMPARABILITY ADVISORY: BASE CHANGES. DATA MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.
### MOBILE APP RANKINGS: ACTIVE USERS

Global (ex. China) rankings of top mobile apps and games by monthly active users in 2020

#### RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

<table>
<thead>
<tr>
<th>#</th>
<th>APP NAME</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>FACEBOOK</td>
<td>FACEBOOK</td>
</tr>
<tr>
<td>02</td>
<td>WHATSAPP</td>
<td>FACEBOOK</td>
</tr>
<tr>
<td>03</td>
<td>FACEBOOK MESSENGER</td>
<td>FACEBOOK</td>
</tr>
<tr>
<td>04</td>
<td>INSTAGRAM</td>
<td>FACEBOOK</td>
</tr>
<tr>
<td>05</td>
<td>AMAZON</td>
<td>AMAZON</td>
</tr>
<tr>
<td>06</td>
<td>TWITTER</td>
<td>TWITTER</td>
</tr>
<tr>
<td>07</td>
<td>NETFLIX</td>
<td>NETFLIX</td>
</tr>
<tr>
<td>08</td>
<td>TIKTOK</td>
<td>BYTE DANCE</td>
</tr>
<tr>
<td>09</td>
<td>SPOTIFY</td>
<td>SPOTIFY</td>
</tr>
<tr>
<td>10</td>
<td>SNAPSHOT</td>
<td>SNAP</td>
</tr>
</tbody>
</table>

#### RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

<table>
<thead>
<tr>
<th>#</th>
<th>GAME NAME</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>PUBG MOBILE</td>
<td>TENCENT</td>
</tr>
<tr>
<td>02</td>
<td>CANDY CRUSH SAGA</td>
<td>ACTIVISION BLIZZARD</td>
</tr>
<tr>
<td>03</td>
<td>LUDO KING</td>
<td>GAMETION</td>
</tr>
<tr>
<td>04</td>
<td>AMONG US!</td>
<td>INNER SLOTH</td>
</tr>
<tr>
<td>05</td>
<td>FREE FIRE</td>
<td>SEA</td>
</tr>
<tr>
<td>06</td>
<td>ROBLOX</td>
<td>ROBLOX</td>
</tr>
<tr>
<td>07</td>
<td>CALL OF DUTY: MOBILE</td>
<td>ACTIVISION BLIZZARD</td>
</tr>
<tr>
<td>08</td>
<td>SUBWAY SURFERS</td>
<td>KILOO</td>
</tr>
<tr>
<td>09</td>
<td>MINECRAFT POCKET EDITION</td>
<td>MOJANG</td>
</tr>
<tr>
<td>10</td>
<td>POKÉMON GO</td>
<td>Niantic</td>
</tr>
</tbody>
</table>

**Source:** APP ANNE (JAN 2021). See StateOfMobile2021.com for more details. **Note:** Rankings based on active installs across iPhone and Android phone devices, excluding China.
GLOBAL ECOMMERCE ACTIVITY OVERVIEW

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH

- SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY (ANY DEVICE): 81.5%
- VISITED AN ONLINE RETAIL SITE OR STORE (ANY DEVICE): 90.4%
- USED A SHOPPING APP ON A MOBILE PHONE OR ON A TABLET: 69.4%
- PURCHASED A PRODUCT ONLINE: 76.8%
- PURCHASED A PRODUCT ONLINE VIA A MOBILE PHONE: 55.4%

**GLOBAL DATA HEADLINES**

**SOURCE:** GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
### Sources of New Brand Discovery

Percentage of internet users aged 16 to 64 that discovers new brands and products through each channel.

<table>
<thead>
<tr>
<th>Source/Recommender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Engines</td>
<td>33.9%</td>
</tr>
<tr>
<td>Ads on Television</td>
<td>32.6%</td>
</tr>
<tr>
<td>Word-of-Mouth Recommendations</td>
<td>29.4%</td>
</tr>
<tr>
<td>Ads on Social Media</td>
<td>28.2%</td>
</tr>
<tr>
<td>Brand or Product Websites</td>
<td>27.6%</td>
</tr>
<tr>
<td>Online Retail Websites</td>
<td>26.0%</td>
</tr>
<tr>
<td>Ads on Websites</td>
<td>25.3%</td>
</tr>
<tr>
<td>Recommendations or Comments on Social Media</td>
<td>24.4%</td>
</tr>
<tr>
<td>TV Shows or Films</td>
<td>24.2%</td>
</tr>
<tr>
<td>Consumer Review Websites</td>
<td>24.0%</td>
</tr>
</tbody>
</table>

Sources: GWI (Q3 2020). Figures represent the findings of a broad global survey of internet users aged 16 to 64. See GLOBALWEBINDEX.COM for more details.
HAITI
ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS!

HAITI

TOTAL POPULATION

MOBILE CONNECTIONS

INTERNET USERS

ACTIVE SOCIAL MEDIA USERS

11.47 MILLION

7.37 MILLION

4.28 MILLION

2.30 MILLION

URBANISATION: 57.5%

vs. POPULATION: 64.3%

vs. POPULATION: 37.3%

vs. POPULATION: 20.0%

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; APJII; OCDH; SOCIAL MEDIA PLATFORMS’ SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. COMPARABILITY ADVISORY: SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO MAY EXCEED INTERNET USER NUMBERS.
## ANNUAL DIGITAL GROWTH

**THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION**

⚠️ **CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>JAN 2021 vs. JAN 2020</th>
<th>JAN 2021 vs. JAN 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>+1.2%</td>
<td>+139 THOUSAND</td>
</tr>
<tr>
<td>Mobile Connections</td>
<td>+3.1%</td>
<td>+220 THOUSAND</td>
</tr>
<tr>
<td>Internet Users</td>
<td>+16.3%</td>
<td>+601 THOUSAND</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>+15.0%</td>
<td>+300 THOUSAND</td>
</tr>
</tbody>
</table>

### HAITI

**ANNUAL DIGITAL GROWTH**

The year-on-year change in key indicators of digital adoption in Haiti.

- **Total Population**: +1.2% (+139 THOUSAND)
- **Mobile Connections**: +3.1% (+220 THOUSAND)
- **Internet Users**: +16.3% (+601 THOUSAND)
- **Active Social Media Users**: +15.0% (+300 THOUSAND)

**Sources**: The U.N., Local Government Bodies, GSMA Intelligence, ITU, GWI, Eurostat, CNNIC, APJII, OCDH, Social Media Platforms’ Self-Service Advertising Tools, Company Earnings Reports, Mediascope, CafeBazaar.

**Comparability Advisory**: Source changes. Internet user numbers no longer include data sourced from social media platforms, so data are not comparable with previous reports. Social media user numbers may not represent unique individuals, so may exceed internet user numbers.
HAITI POPULATION ESSENTIALS

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION: 11.47 MILLION
50.7% FEMALE POPULATION
49.3% MALE POPULATION
ANNUAL CHANGE IN TOTAL POPULATION: +1.2%
MEDIAN AGE: 24.1

URBANISATION OF POPULATION: 57.5%
POPULATION DENSITY (PEOPLE PER KM²): 416.3
OVERALL LITERACY (ADULTS AGED 15+): 61.7%
FEMALE LITERACY (ADULTS AGED 15+): 58.3%
MALE LITERACY (ADULTS AGED 15+): 65.3%

SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY: THE UNITED NATIONS; THE U.S. CENSUS BUREAU; THE WORLD BANK; UNESCO; UNICEF; THE CIA WORLD FACTBOOK; PEW RESEARCH; INDEXMUNDI; PHRASEBASE; ETHNOLOGUE (ALL ACCESSED JAN 2021). NOTE: THE UNITED NATIONS DOES NOT PUBLISH POPULATION DATA FOR GENDERS OTHER THAN ‘FEMALE’ OR ‘MALE’.
POPULATION BY AGE GROUP
THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP

TOTAL POPULATION
11.47 MILLION

POPULATION AGED 13 AND ABOVE
71.9% 8.2 MILLION

POPULATION AGED 18 AND ABOVE
61.6% 7.1 MILLION

POPULATION AGED 16 TO 64
60.4% 6.9 MILLION

INTERNET USE
OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE

⚠️ USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL NUMBER OF INTERNET USERS (ANY DEVICE):

4.28 MILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION:

37.3%

ANNUAL CHANGE IN THE NUMBER OF INTERNET USERS:

+16.3%

+601 THOUSAND

PROXY FOR MOBILE INTERNET USE: SHARE OF SOCIAL MEDIA USERS ACCESSING VIA MOBILE DEVICES*

99.2%
DIFFERENT PERSPECTIVES: INTERNET ADOPTION

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE

- **ITU: INDIVIDUALS USING THE INTERNET**
  - **3.73 MILLION**
  - **32.5% vs. POPULATION:**

- **CIA WORLD FACTBOOK: INTERNET USERS***
  - **3.72 MILLION**
  - **32.5% vs. POPULATION:**

- **INTERNET WORLD STATS: INTERNET USERS**
  - **2.00 MILLION**
  - **17.4% vs. POPULATION:**

- **WORLD BANK: INDIVIDUALS USING THE INTERNET**
  - **3.73 MILLION**
  - **32.5% vs. POPULATION:**

*SOURCES: AS STATED ABOVE EACH ICON (ALL ACCEDED JAN 2021); POPULATION DATA VIA THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTE:** THE FIGURE FOR CIA WORLD FACTBOOK COMPARES THE PUBLISHED INTERNET PENETRATION RATE WITH THE LATEST POPULATION DATA FROM THE U.N. **COMPARABILITY ADVISORY:** THE HEADLINE FIGURE FOR INTERNET USERS CITED ELSEWHERE IN THIS REPORT INCLUDES DATA FROM SOURCES NOT FEATURED ON THIS SLIDE, AND MAY NOT MATCH ANY OF THE VALUES SHOWN HERE.
INTERNET CONNECTION SPEEDS: OVERVIEW
AVERAGE DOWNLOAD SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS

AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS

YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS

AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS

YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF FIXED INTERNET CONNECTIONS

21.03 MBPS  +33.9%  13.62 MBPS  +19.0%

SOURCE: OOKLA (JAN 2021). FIGURES REPRESENT AVERAGE DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) IN DECEMBER 2020, WITH COMPARISONS TO AVERAGE DOWNLOAD SPEEDS IN DECEMBER 2019.
## SHARE OF WEB TRAFFIC BY DEVICE

**Each device's share of total web pages served to web browsers**

*The figures on this chart are based on web traffic to web browsers only, and do not include data for other ICT-related activities.*

### DEC 2020 vs. DEC 2019:

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percent Share</th>
<th>Annual Change</th>
<th>Basis Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phones</td>
<td>79.4%</td>
<td>+52%</td>
<td>+2,716 BPS</td>
</tr>
<tr>
<td>Laptops &amp; Desktops</td>
<td>19.0%</td>
<td>-59%</td>
<td>-2,772 BPS</td>
</tr>
<tr>
<td>Tablet Computers</td>
<td>1.5%</td>
<td>+57%</td>
<td>+56 BPS</td>
</tr>
<tr>
<td>Other Devices</td>
<td>[N/A]</td>
<td></td>
<td>[N/A]</td>
</tr>
</tbody>
</table>

**Source:** StatCounter (accessed Jan 2021). Figures represent each device's share of web pages served to web browsers only. **Notes:** Figures for device share are for December 2020. Annual change figures compare monthly share values for December 2020 to December 2019. Percentage change values represent relative change (i.e., an increase of 20% from a starting value of 50% would equal 60%, not 70%). "BPS" values represent basis points, and indicate the absolute change in share values.
SHARE OF WEB TRAFFIC BY BROWSER
BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE

<table>
<thead>
<tr>
<th>Browser</th>
<th>SHARE 2021</th>
<th>Y-O-Y Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHROME</td>
<td>77.7%</td>
<td>+41%</td>
</tr>
<tr>
<td>MICROSOFT EDGE*</td>
<td>3.1%</td>
<td>+223%</td>
</tr>
<tr>
<td>SAFARI</td>
<td>9.9%</td>
<td>-73%</td>
</tr>
<tr>
<td>OPERA</td>
<td>2.7%</td>
<td>-24%</td>
</tr>
<tr>
<td>FIREFOX</td>
<td>1.2%</td>
<td>-13%</td>
</tr>
<tr>
<td>INTERNET EXPLORER</td>
<td>0.3%</td>
<td>+13%</td>
</tr>
<tr>
<td>SAMSUNG INTERNET</td>
<td>3.8%</td>
<td>+129%</td>
</tr>
<tr>
<td>OTHER</td>
<td>1.3%</td>
<td>+31%</td>
</tr>
</tbody>
</table>

### Google Search: Top Queries in 2020

The most common queries that people entered into Google search between 01 January and 31 December 2020.

<table>
<thead>
<tr>
<th>#</th>
<th>Search Query</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>TRADUCTION</td>
<td>100</td>
</tr>
<tr>
<td>02</td>
<td>HAITI</td>
<td>86</td>
</tr>
<tr>
<td>03</td>
<td>GOOGLE</td>
<td>85</td>
</tr>
<tr>
<td>04</td>
<td>COMMENT</td>
<td>52</td>
</tr>
<tr>
<td>05</td>
<td>GOOGLE TRADUCTION</td>
<td>45</td>
</tr>
<tr>
<td>06</td>
<td>REAL</td>
<td>43</td>
</tr>
<tr>
<td>07</td>
<td>WHATSAPP</td>
<td>41</td>
</tr>
<tr>
<td>08</td>
<td>PARYAJ PAM</td>
<td>36</td>
</tr>
<tr>
<td>09</td>
<td>VIDEO</td>
<td>36</td>
</tr>
<tr>
<td>10</td>
<td>DEFINITION</td>
<td>35</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Search Query</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>DOWNLOAD</td>
<td>35</td>
</tr>
<tr>
<td>12</td>
<td>TIRAJ</td>
<td>33</td>
</tr>
<tr>
<td>13</td>
<td>MÉTÉO</td>
<td>33</td>
</tr>
<tr>
<td>14</td>
<td>FACEBOOK</td>
<td>28</td>
</tr>
<tr>
<td>15</td>
<td>TIRAJ RAPID</td>
<td>25</td>
</tr>
<tr>
<td>16</td>
<td>LIGA</td>
<td>25</td>
</tr>
<tr>
<td>17</td>
<td>REAL MADRID</td>
<td>24</td>
</tr>
<tr>
<td>18</td>
<td>YOUTUBE</td>
<td>23</td>
</tr>
<tr>
<td>19</td>
<td>CORONAVIRUS</td>
<td>23</td>
</tr>
<tr>
<td>20</td>
<td>BARCELONE</td>
<td>19</td>
</tr>
</tbody>
</table>

**Source:** Google Trends (accessed Jan 2021). **Note:** Google does not publish search volumes, but the “Index” column shows relative volumes for each query compared to search volumes for the top query (an index of 50 means that the query received 50% of the search volume of the top query).
### Social Media Use

**Use of Social Networks and Messenger Services, with Detail for Mobile Social Media Use**

**Data are not comparable with previous reports due to changes in data sources. User numbers may not represent unique individuals.**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Active Social Media Users*</td>
<td>2.30 Million</td>
</tr>
<tr>
<td>Social Media Users as a Percentage of the Total Population</td>
<td>20.0%</td>
</tr>
<tr>
<td>Annual Change in the Number of Social Media Users</td>
<td>+15.0%</td>
</tr>
<tr>
<td>Number of Social Media Users Accessing Via Mobile Phones</td>
<td>2.28 Million</td>
</tr>
<tr>
<td>Percentage of Total Social Media Users Accessing Via Mobile</td>
<td>99.2%</td>
</tr>
</tbody>
</table>

* Advisory: Social media users may not represent unique individuals, and may exceed internet user numbers.

**Comparability Advisory:** Source and base changes and historical revisions. Data may not correlate with figures published in previous reports.

**Sources:** KEPIOS (Jan 2021), based on extrapolations of data from: company earnings announcements and media statements, platforms' self-service advertising tools, CNNIC, Mediascope, CafeBazaar, OCDH.
FACEBOOK: AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON FACEBOOK

FACEBOOK’S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+

QUARTER-ON-QUARTER CHANGE IN FACEBOOK’S ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*

*NOTE: FACEBOOK’S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN ‘MALE’ AND ‘FEMALE’.
*ADVISORY: “AUDIENCE” FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ✶ COMPARABILITY ADVISORY: BASE CHANGES.
### Facebook Access by Device

**The devices that Facebook users use to access the platform**

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage of Facebook users accessing via any kind of mobile phone</td>
<td>99.2%</td>
</tr>
<tr>
<td>Percentage of Facebook users accessing via laptop or desktop computers only</td>
<td>0.8%</td>
</tr>
<tr>
<td>Percentage of Facebook users accessing via both phones and computers</td>
<td>4.3%</td>
</tr>
<tr>
<td>Percentage of Facebook users accessing via mobile phones only</td>
<td>94.9%</td>
</tr>
</tbody>
</table>

**Source:** Facebook’s Self-Service Advertising Tools (Jan 2021). Based on Facebook users aged 18 and above.
NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)

POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)

COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)

FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)

FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)

FEMALE: 1 7 3 1 5  
MALE: 1 1 8 7 2 3 1 1 6 5

THE NUMBER OF TIMES A ‘TYPICAL’ USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK

SOURCE: FACEBOOK’S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). NOTE: FIGURES REPRESENT MEDIAN VALUES FOR ACTIVE FACEBOOK USERS AGED 18 AND ABOVE.
# SEARCH QUERY | INDEX
--- | ---
01 FILM | 100
02 FILM COMPLET | 59
03 FILM COMPLET EN FRANÇAIS | 31
04 ORPHELINE | 25
05 MUSIC | 22
06 ROODY | 19
07 ROODY ROODBOY | 17
08 FILM COMPLET EN FRANÇAIS | 15
09 LE SECRET | 15
10 ENPOSIB | 13

# SEARCH QUERY | INDEX
--- | ---
11 MUSIQUE | 13
12 PASSION | 12
13 MIZIK | 10
14 EL DIABLO | 9
15 TOI MON AMOUR | 9
16 ELLE A TOUT GACHÉ | 8
17 BAKY | 8
18 FANTOM | 7
19 KADILAK | 7
20 LES LARMES DU PARADIS | 7

**Source:** Google Trends (accessed Jan 2021). **Note:** Google does not publish search volumes, but the “Index” column shows relative volumes for each query compared to search volumes for the top query (an index of 50 means that the query received 50% of the search volume of the top query).
INSTAGRAM: AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

**Potential Audience**
- THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON INSTAGRAM

**Instagram's Potential Advertising Audience**
- COMPARED TO THE TOTAL POPULATION AGED 13+

**Quarter-On-Quarter Change**
- IN INSTAGRAM’S ADVERTISING REACH

**Percentage of Its Ad Audience**
- THAT INSTAGRAM REPORTS IS FEMALE*

**Percentage of Its Ad Audience**
- THAT INSTAGRAM REPORTS IS MALE*

---

**520.0 Thousand**

**6.3%**

**+4.0%**

**+20 Thousand**

**42.3%**

**57.7%**

---

**Source:** Facebook’s Self-Service Advertising Tools (Jan 2021)

**Note:** Facebook's tools do not publish audience data for genders other than 'Male' and 'Female'.

**Advisory:** “Audience” figures may not represent unique individuals, or match the active user base.

**Comparability Advisory:** Base changes.
FACEBOOK MESSENGER: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER

- **POTENTIAL AUDIENCE**: THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON MESSENGER
- **MESSENGER’S POTENTIAL ADVERTISING AUDIENCE** COMPARED TO THE TOTAL POPULATION AGED 13+
- **PERCENTAGE OF MESSENGER’S AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE**
- **PERCENTAGE OF MESSENGER’S AD AUDIENCE THAT FACEBOOK REPORTS IS MALE**

- **720.0 THOUSAND**
- **8.7%**
- **44.4%**
- **55.6%**

**Source**: Facebook’s Self-Service Advertising Tools (Jan 2021)

**Note**: Facebook’s tools do not publish audience data for genders other than ‘male’ and ‘female’. *Advisories*: “Audience” figures may not represent unique individuals, or match the active user base. Some Facebook Messenger advertising options are currently unavailable in some countries, so “potential audience” figures may be much lower than total monthly active users.
LinkedIn: Audience Overview

The potential audience* that marketers can reach using adverts on LinkedIn.

<table>
<thead>
<tr>
<th>Potential Audience* That LinkedIn Reports Can Be Reached With Adverts on LinkedIn</th>
<th>LinkedIn's Potential Advertising Audience Compared to the Total Population Aged 18+</th>
<th>Quarter-On-Quarter Change in LinkedIn's Advertising Reach</th>
<th>Percentage of Its Ad Audience That LinkedIn Reports is Female*</th>
<th>Percentage of Its Ad Audience That LinkedIn Reports is Male*</th>
</tr>
</thead>
<tbody>
<tr>
<td>220.0 Thousand</td>
<td>3.1%</td>
<td>+4.8%</td>
<td>+10 Thousand</td>
<td>36.1%</td>
</tr>
</tbody>
</table>

Source: LinkedIn's Self-Service Advertising Tools (Jan 2021)

*Notes: LinkedIn's tools report total members, not monthly active users, so data on this chart are not comparable with similar data points for other platforms. LinkedIn does not report audience figures for genders other than 'Male' or 'Female.' Gender share based on available data.

*Advisory: “Audience” figures may not represent unique individuals, or match the active user base.  
Comparability Advisory: Base changes.
TWITTER: AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

POTENTIAL AUDIENCE* THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER

97.6 THOUSAND

TWITTER’S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+

1.2%

QUARTER-ON-QUARTER CHANGE IN TWITTER’S ADVERTISING REACH

+4.3%

+4,000

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*

19.6%

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*

80.4%

*NOTE: TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN ‘MALE’ AND ‘FEMALE’. GENDER SHARE FIGURES EXTRAPOLATED FROM AVAILABLE DATA.

*ADVISORY: “AUDIENCE” FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. ♦ COMPARABILITY ADVISORY: LARGE BASE CHANGES. DATA REPORTED BY TWITTER’S SELF-SERVICE TOOLS ARE SUBJECT TO SIGNIFICANT FLUCTUATION.
MOBILE CONNECTIONS BY TYPE
OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION

PRE-PAIRED CONNECTIONS AS A PERCENTAGE OF ALL MOBILE CONNECTIONS

POST-PAIRED CONNECTIONS AS A PERCENTAGE OF ALL MOBILE CONNECTIONS

BROADBAND CONNECTIONS (3G-5G) AS A PERCENTAGE OF ALL MOBILE CONNECTIONS

Haiti

7.37 MILLION

64.3%

97.9%

2.2%

58.0%

SOURCE: GSMA INTELLIGENCE (JAN 2021). NOTE: PERCENTAGES vs. POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT CELLULAR CONNECTIONS. ❖ COMPARABILITY ADVISORY: BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE WITH DATA IN OUR PREVIOUS REPORTS.
MOBILE CONNECTIVITY INDEX
GSMA INTELLIGENCE’S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY

OVERALL COUNTRY INDEX SCORE

MOBILE NETWORK INFRASTRUCTURE

AFFORDABILITY OF DEVICES AND SERVICES

CONSUMER READINESS

AVAILABILITY OF RELEVANT CONTENT AND SERVICES

HAITI

OVERALL COUNTRY INDEX SCORE

32.81

MOBILE NETWORK INFRASTRUCTURE

33.17

AFFORDABILITY OF DEVICES AND SERVICES

24.22

CONSUMER READINESS

54.60

AVAILABILITY OF RELEVANT CONTENT AND SERVICES

26.42

SOURCE: GSMA INTELLIGENCE MOBILE CONNECTIVITY INDEX (ACCESSSED JAN 2021). THE MOBILE CONNECTIVITY INDEX MEASURES THE PERFORMANCE OF DIFFERENT COUNTRIES AGAINST KEY ENABLERS OF MOBILE INTERNET ADOPTION. COUNTRIES ARE SCORED WITHIN A RANGE OF 0 TO 100 ACROSS A NUMBER OF INDICATORS, WITH A HIGHER SCORE REPRESENTING STRONGER PERFORMANCE IN DELIVERING MOBILE INTERNET CONNECTIVITY. FOR MORE INFORMATION, VISIT WWW.MOBILECONNECTIVITYINDEX.COM
SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT OPERATING SYSTEMS

SHARE OF WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES

89.0%

DEC 2020 vs. DEC 2019: -4.3%

SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES

10.7%

DEC 2020 vs. DEC 2019: +59%

SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES

0%

DEC 2020 vs. DEC 2019: [N/A]

SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES*

0.04%

DEC 2020 vs. DEC 2019: +300%

SHARE OF WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES

0.2%

DEC 2020 vs. DEC 2019: -17%

SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH OPERATING SYSTEM’S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR DECEMBER 2020. ANNUAL CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). *NOTE: FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.
ECOMMERCE USE
**FINANCIAL INCLUSION FACTORS**

Percentage of the population aged 15+ that reports owning or using each financial product or service.

- **HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION:** 32.6%
- **HAS A CREDIT CARD:** 6.9%
- **HAS A MOBILE MONEY ACCOUNT*:** 13.5%
- **MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE:** 8.5%

**Percentage of women with a credit card:** 7.9%

**Percentage of men with a credit card:** 5.8%

**Percentage of women making online transactions:** 8.8%

**Percentage of men making online transactions:** 8.2%

*NOTES: Percentages are of adults aged 15 and above, not of total population. Mobile money accounts only refer to services that store funds in an electronic wallet linked directly to a phone number, such as MPESA, GCASH, and Tigo Pesa. Figures for mobile money accounts do not include people who use 'over-the-top' mobile payment services such as Apple Pay, Google Pay, or Samsung Pay.

**SOURCE:** World Bank Global Financial Inclusion Data (latest data available in Jan 2021).
CLICK THE LOGOS TO ACCESS ADDITIONAL CONTENT, INSIGHTS, AND RESOURCES FROM WE ARE SOCIAL AND HOOTSUITE:

WE ARE SOCIAL

HOOTSUITE
GWI (formerly GlobalWebIndex) is a target audience company that provides consumer insight across 46 countries to the world’s leading brands, communication agencies and media organizations. The company runs a global survey representing more than 2 billion connected consumers, which offers up over 40,000 data points on the behaviors and perceptions of internet users around the world. Using the subscription-based platform, clients can gather in-depth insights into audience behaviors, attitudes and interests through a combination of survey data and analytics.

Learn more at https://www.globalwebindex.com
Statista is one of the world’s largest online statistics databases. Its Digital Market Outlook products provide forecasts, detailed market insights, and key indicators on over 90 digital markets within verticals including e-commerce, digital media, advertising, smart home, and fintech for over 150 countries and regions.
GSMA Intelligence is the unit within the GSMA that houses the organisation’s extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence’s data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

Leading operators, vendors, regulators, financial institutions and third-party industry players rely on GSMA Intelligence to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. GSMA Intelligence’s team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

Learn more about GSMA Intelligence at https://www.gsmaintelligence.com
Semrush is an online visibility management and content marketing SaaS platform that ensures businesses get measurable results from their online marketing.

Learn more at https://www.semrush.com
App Annie is the industry’s most trusted mobile data and analytics platform. App Annie’s mission is to help customers create winning mobile experiences and achieve excellence. Founded in 2010, the company launched the first mobile market data solution. In 2020, App Annie launched App Annie Ascend, an advertising analytics solution, making it the first company in its space to offer a side-by-side view of market data and companies’ own data to support mission-critical business decisions. Together, these solutions comprise the industry’s most complete mobile performance platform. More than 1,100 enterprise clients and 1 million registered users across all geographies and industries rely on App Annie to drive their mobile business. The company is headquartered in San Francisco with 12 offices worldwide.

Learn more about App Annie at https://www.appannie.com
SimilarWeb provides the measure of the digital world. With an international online panel consisting of hundreds of millions of devices, SimilarWeb provides granular insights about any website or app across a wide array of industries. Global brands such as Google, eBay, and adidas rely on SimilarWeb to understand, track and grow their digital market share. The company has 450 employees and offices spanning four continents. SimilarWeb has been named one of Wall Street’s Secret Weapons, and one of Calcalist’s 2018 List of 50 Most Promising Israeli Startups.
SPECIAL THANKS: LOCOWISE

Locowise is a social media performance measurement platform that helps agencies to manage clients, produce and prove value, and win new business.

CUSTOM REPORT BUILDER WITH OVER 300 METRICS
CAMPAIGN ANALYSIS, TRACKING AND REPORTING
INSIGHTS FROM ALL YOUR NETWORKS IN ONE PLACE
PREDICTIVE METRICS TO DRIVE FUTURE STRATEGY

Learn more about Locowise at https://locowise.com
DATA SOURCES

GLOBAL HEADLINE SLIDES: All slides taken from Digital 2021 Global Overview Report (click here to read the complete report).


NOTE: All data points may include extrapolations.

*For more details about GWI including methodology, visit https://www.globalwebindex.com.

This report uses data from a wide variety of sources, including market research agencies, internet and social media companies, governments and public bodies, news media, journalists, and our own internal analysis.

Wherever possible, we’ve prioritised data sources that provide broader geographical coverage, in order to minimise the potential variations between data points, and offer more reliable comparison across countries. However, where we believe that an individual metric provides a more reliable reference, we’ve used such individual numbers to ensure the most accurate reporting.

Furthermore, due to differing data collection and treatment methodologies used by these organisations, and the different sample periods during which data were collected, there may be significant differences in the reported metrics for similar data points throughout this report. In particular, data collected via surveys often vary from one report to another, even if those data were collected by the same organisation using the same approach in each wave of research.

Similarly, reports of internet user numbers vary considerably between different sources. In part, this is because there are fewer commercial imperatives for governments and regulators to collect, collate, and publish regular internet user data.

Prior to our Digital 2021 reports, we included data sourced from social media platforms’ self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures.

This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent ‘non-human’ entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

Because we separate social media user numbers and internet user numbers, the figures we report for social media users may exceed internet user numbers in some countries. In such instances, these figures do not represent errors. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple accounts, and / or of ‘non-human’ social media accounts.

Please also note that we’ve changed the source for a various data points in this year’s reports, and a number of historical metrics that we reported in previous Global Digital reports have been revised by the original data provider. As a result, some figures in this year’s reports may appear to have changed in unexpected ways. Wherever we’re aware of these changes, we’ve included details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to base data may mean that values are not comparable.

If you have any questions about specific data points in these reports, or if you’d like to offer your organisation’s data for consideration in future reports, please email our reports team: reports@kepios.com.
This report has been compiled by Kepios Pte. Ltd. ("Kepios"), We Are Social Ltd. ("We Are Social"), and Hootsuite Inc. ("Hootsuite") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

While Kepios, We Are Social, and Hootsuite strive to ensure that all data and charts contained in this report are, as at the time of publication, accurate and up-to-date, neither Kepios, nor We Are Social, nor Hootsuite shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided “as is”, with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of Kepios, We Are Social, Hootsuite, or any of the featured brands, nor any of those organisations’ partners, affiliates, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither Kepios, nor We Are Social, nor Hootsuite, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report sponsored, endorsed or associated with such third parties.

Except for those portions of this report relating to the perspectives of Hootsuite or We Are Social, this report and any opinions contained herein have been prepared by Kepios, and have not been specifically approved or disapproved by Hootsuite or We Are Social. This report is subject to change without notice. To ensure that you have the most up-to-date version of this report, please visit our reports website at https://datareportal.com/. 

DISCLAIMER AND IMPORTANT NOTES
CLICK HERE TO ACCESS OUR COMPLETE COLLECTION OF FREE REPORTS: THOUSANDS OF CHARTS PACKED WITH DATA AND TRENDS TO HELP YOU UNDERSTAND DIGITAL BEHAVIOURS IN EVERY COUNTRY ACROSS THE WORLD

HTTPS://DATAREPORTAL.COM

ALL THE NUMBERS YOU NEED
We are a socially-led creative agency. We are a global team of more than 850 people in 15 offices around the world with a common purpose: to connect people and brands in meaningful ways.

We believe in people before platforms and the power of social insight to drive business value. We call this social thinking.

We work with many of the world’s biggest brands, including adidas, Netflix, Samsung, Lavazza, and Google on global, regional and local projects.

If you’d like to work with us, visit https://wearesocial.com
Hootsuite is the leader in social media management, trusted by more than 18 million users and 4,000+ enterprise organizations.

With one unified platform, you’ll have the tools you need to find and join the conversations that matter to your brand across social channels, bring new customers in the door with social ads, and measure and grow the return on your investment in social.

Hootsuite is built to help any team get started today and ready to extend as far as you need in the future with powerful add-ons including CRM integrations, scalable training for your team, and our ecosystem that plugs into your existing tools including Google My Business, Adobe Stock, Canva, Slack, and hundreds more.

Learn more at hootsuite.com