

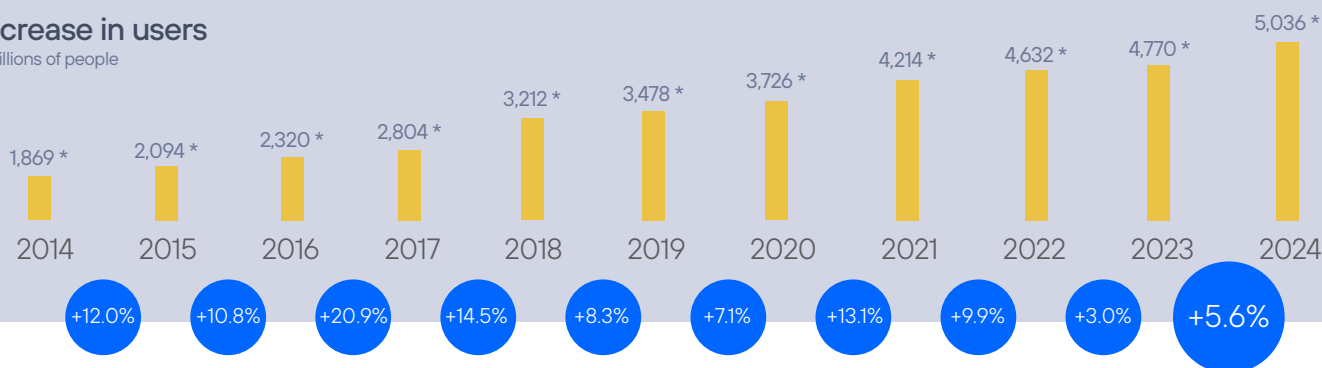
# 30 june

# Social Media Day



## Increase in users

\*Millions of people



Of the total percentage of the world's population, **62.3%** are users of social networks, a figure that rises to 84.2% in those over 18 years of age.

## Favourite social networks in 2024



**16.5%**

16 to 34 age groups



**16.1%**

+35 age groups



**12.8%**



**12.8%**



**7.4%**

## Reasons to use them



Keeping in touch with family and friends



Read new stories



Filling free time



Find articles or videos of interest to you, what is being talked about, inspiration for things to do and buy etc.