

Use of social media in Wales

A nationally representative household survey asked 1,252 individuals aged 16+ years, resident in Wales, about how they use social media.



8 in 10^a people in Wales use social media

1 in 10^a people who have internet access do not use social media

1 in 10^a people do not access the internet

Which type of social media do people use?



The proportion of people^b with internet access using social media



^aWeighted to the population Welsh Index of Multiple Deprivation 2015; ^bProportion adjusted to the sample mean for age, gender and deprivation. See report for full details; ^cDifferences between groups presented were found to be statistically significant ($p < 0.05$); ^dDifferences between groups presented were not found to be statistically significant ($p > 0.05$); ^eHHB = Health-harming behaviour (smoking, binge drinking, physically inactive).