How Are Social Media Users Responding To Brand Content?

In partnership with online research provider Toluna, M&M Global surveyed 2,309 respondents in five markets across the globe – France, India, Hong Kong, Australia and the US. The survey was carried out between 3 and 9 August this year.

Facebook is the Most Popular Social Network in Many Markets, But WhatsApp is Gaining Popularity

- United States: 40% Facebook, 15% WhatsApp
- Australia: 56% Facebook, 3% WhatsApp
- France: 60% Facebook, 0% WhatsApp
- India: 51% WhatsApp, 3% Facebook
- Hong Kong: 53% WhatsApp, 0% Facebook

More Time Spent On Social Media By Hong Kong and India Users

- The majority figure falls to between 1-2 hours in the US, France and Australia.

Brand Content Consumption Overview (weighted average)

- Read News: 90% of respondents say they read branded content on social media.
- Watch ADs: 84% of people watch sponsored content (videos or posts) on social media.
- Share ADs: 38% of panelists share sponsored content monthly or more often.

People Do Often Get Annoyed By Sponsored Content On Social Media

- Hong Kong: 74%
- India: 53%
- Australia: 48%
- United State: 48%
- France: 41%

TV As The Predominant Ads Channel

- Except India, the majority of other markets indicate they would rather experience advertising on TV.

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