

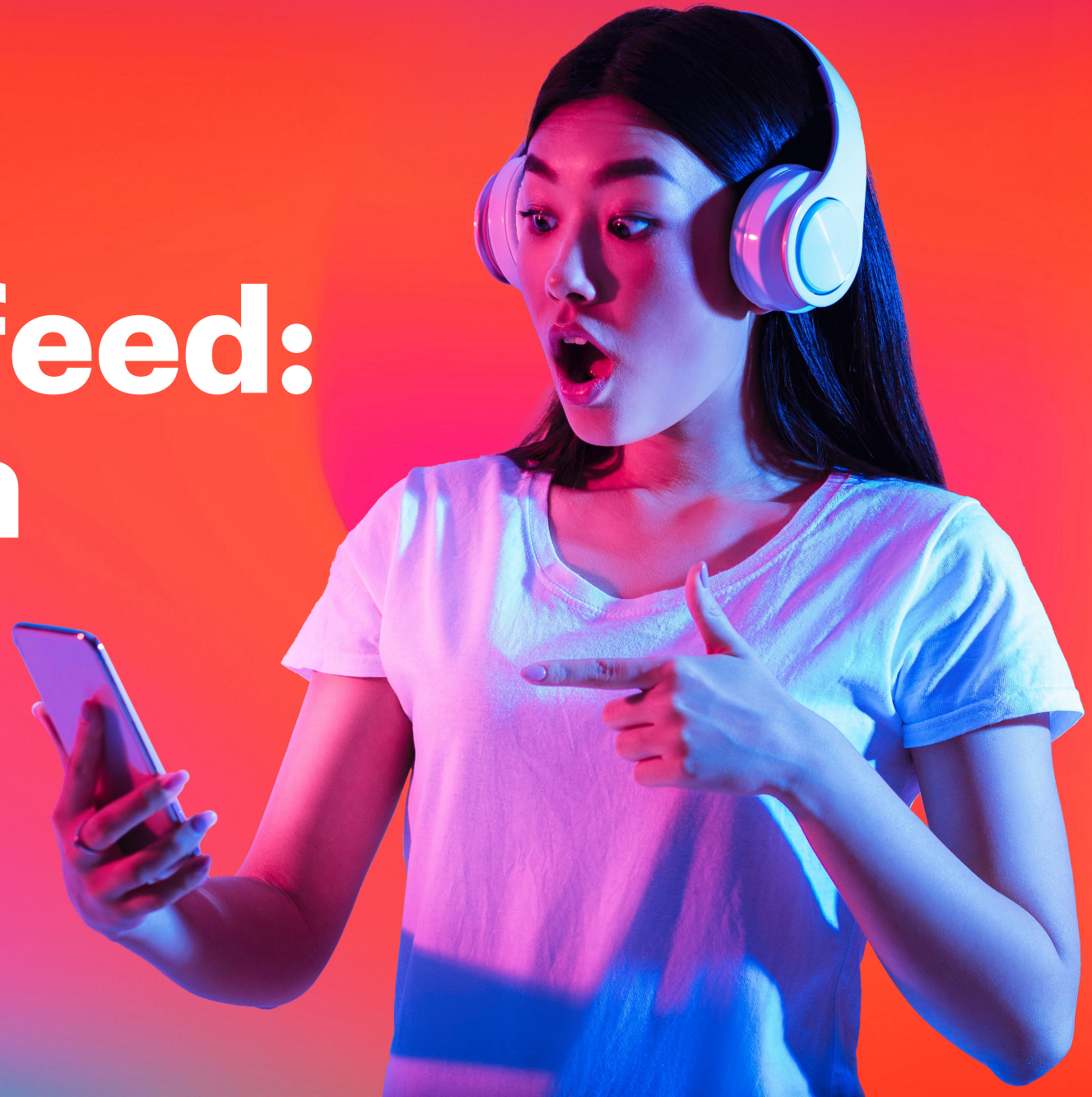
SINGAPORE



Beyond the feed: Social media report 2024

Exploring social media usage trends,
user profiles and brand preference.

Living consumer intelligence | yougov.com/business



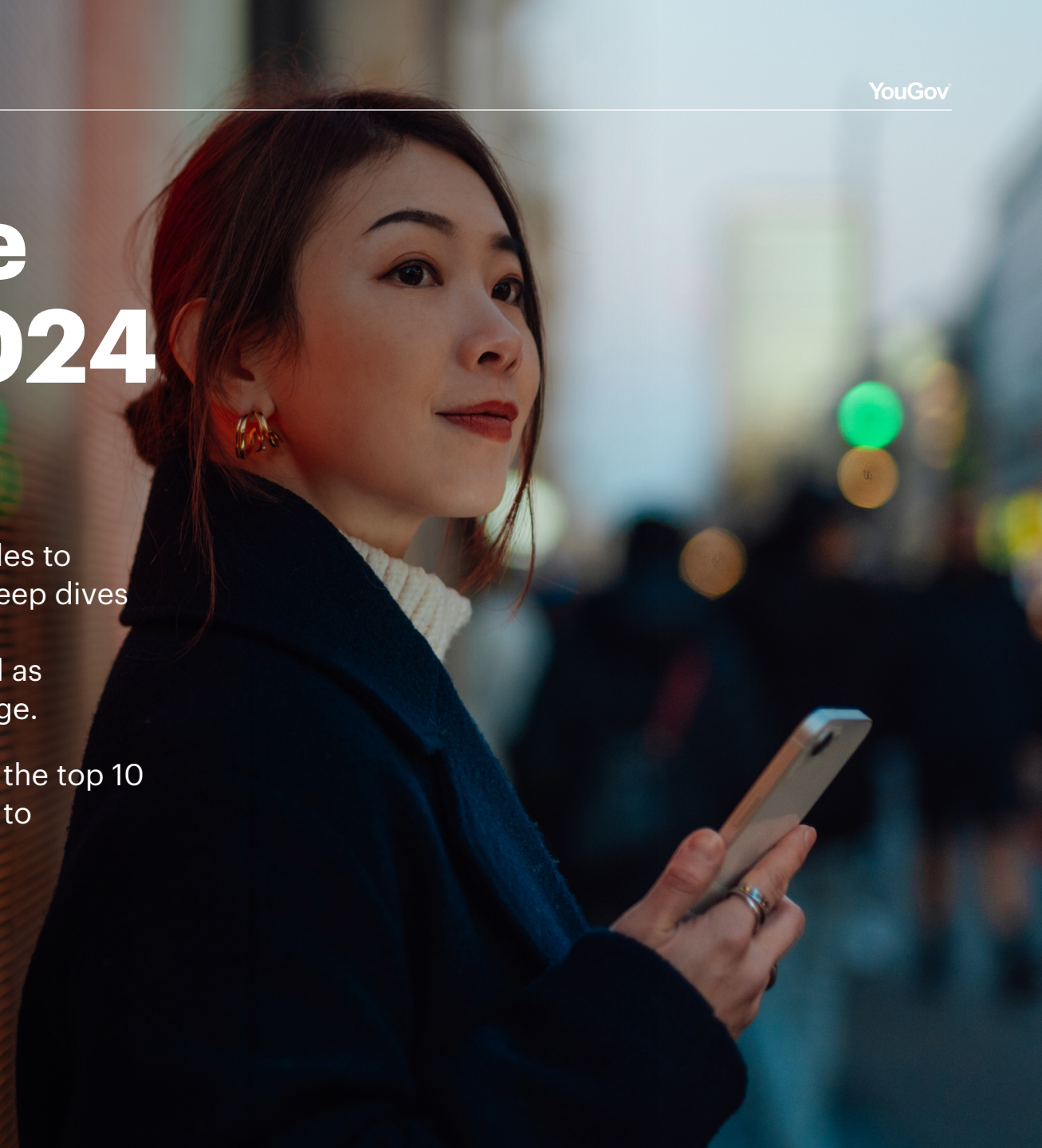
Understanding the social sphere in 2024

Which social networks are leading the way in 2024?

This report leverages 52-weeks of survey data from YouGov Profiles to reveal the latest usage figures for the top social networks, with deep dives into time spent and generational usage. We explore how user demographics shift between each social media platform – as well as sharing noteworthy attitudes to advertising and social media usage.

In addition, this report leverages YouGov BrandIndex to discover the top 10 brands among users of each social network, based on difference to purchase consideration in comparison to the general population.

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Methodology

The insights in this report combine syndicated data from [YouGov Profiles](#) and [YouGov BrandIndex](#).

YouGov Profiles is an ever-growing source of living consumer data, with 2 million+ data variables from YouGov's 27+ million global panel members.

YouGov Profiles is a 52-week dataset, with data collected continuously and updated weekly. Unless otherwise specified, insights in this analysis reflect a 52-week moving average, and as such should be interpreted directionally. The data used in this report was taken from YouGov Profiles+ Singapore, accessed on 2024-05-05.

Throughout this report, we look at weekly users of the following 5 social networks:

- Weekly Facebook users (n=5,479)
- Weekly YouTube users (n=5,639)
- Weekly Instagram users (n=5,198)
- Weekly TikTok users (n=3,079)
- Weekly LinkedIn users (n=2,060)

*The reported sample size (n) is primarily based on basic age and gender variables. However, it may vary when considering other variables within the dataset.

YouGov BrandIndex is our always-on brand tracker, which tracks brands across 16 vital brand health metrics.

In this report, we have highlighted the brands that are winning over each social network users based on consideration scores.

Consideration scores are rounded to the nearest decimal point. Brands must have scores available for at least 183 days to qualify for the ranking between May 1, 2023, to April 30, 2024. When a brand is tracked in multiple sectors, only the first entry is shown.

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Social media standings: Usage and time spent

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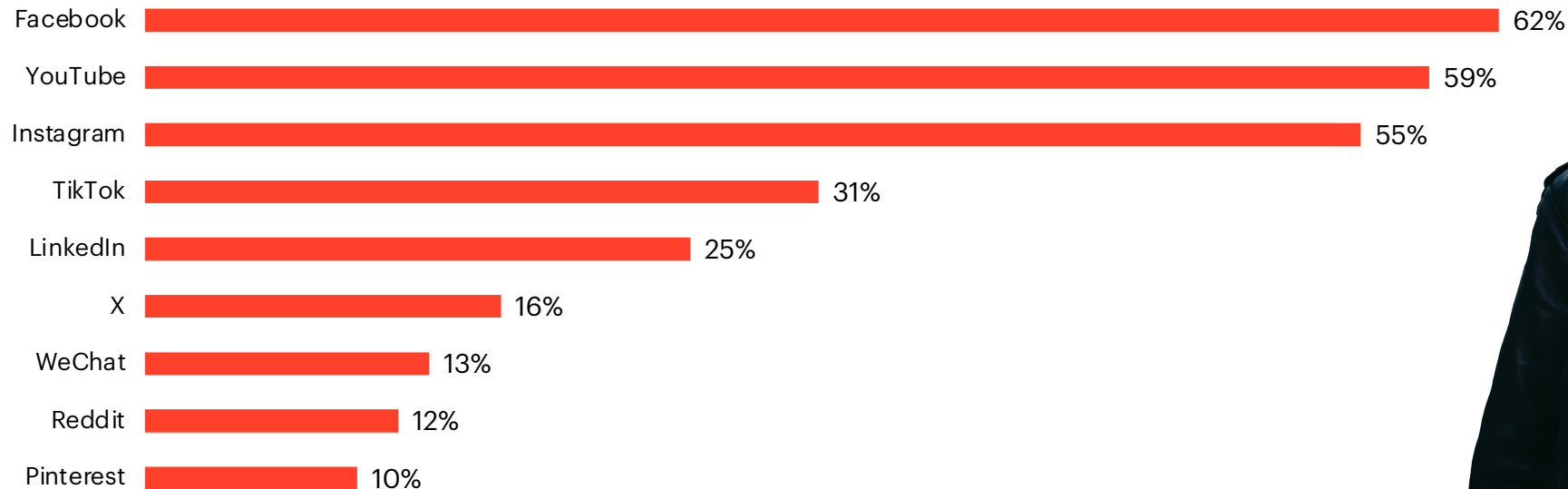


Facebook is the social network most likely to be used in the last month by Singaporeans

62% of Singaporeans said they used Facebook in the last month, followed by YouTube (59%) and Instagram (55%).

Social networks used in the last month (52 week average)

■ Nat rep



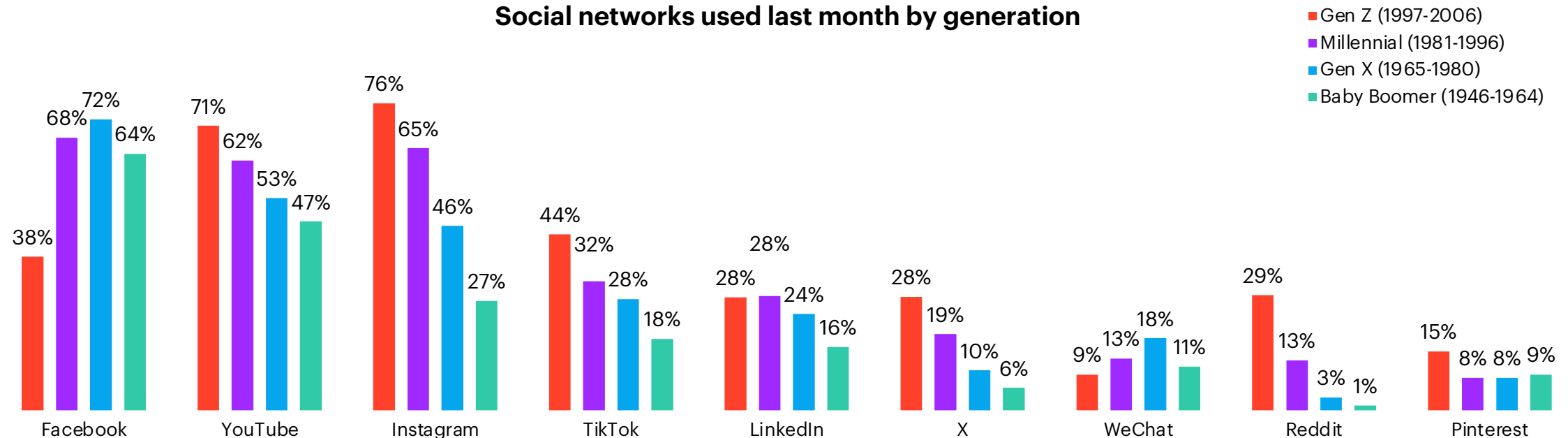
YouGov Profiles+ Singapore, May 2024 (n> 8,750)

Question: Which, if any, of the following online social networks have you used within the last 30 days? Please think about any occasion on which you either visited the website directly, used a mobile application to access the network, or shared something through the network via another service. Please tick all that apply.

Gen Z are most likely to use Instagram

Millennials, Gen X and Baby Boomers are most likely to use Facebook.

Social networks used last month by generation



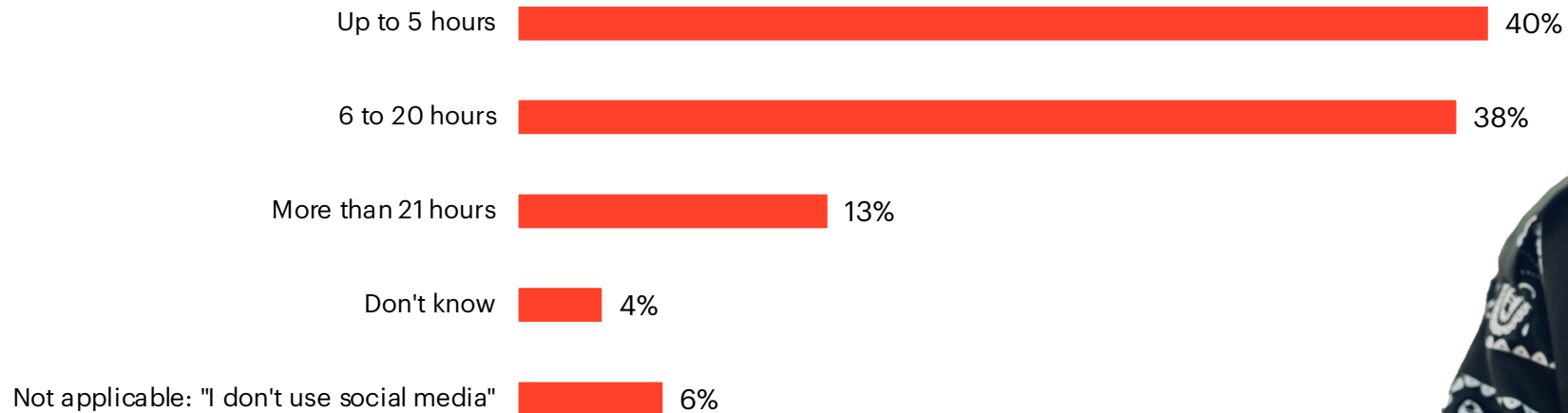
YouGov Profiles+ Singapore, May 2024 (n> 870)

Question: Which, if any, of the following online social networks have you used within the last 30 days? Please think about any occasion on which you either visited the website directly, used a mobile application to access the network, or shared something through the network via another service. Please tick all that apply.

1 in 10 Singaporeans spend 21+ hours on social media per week

Time spent on social media per week

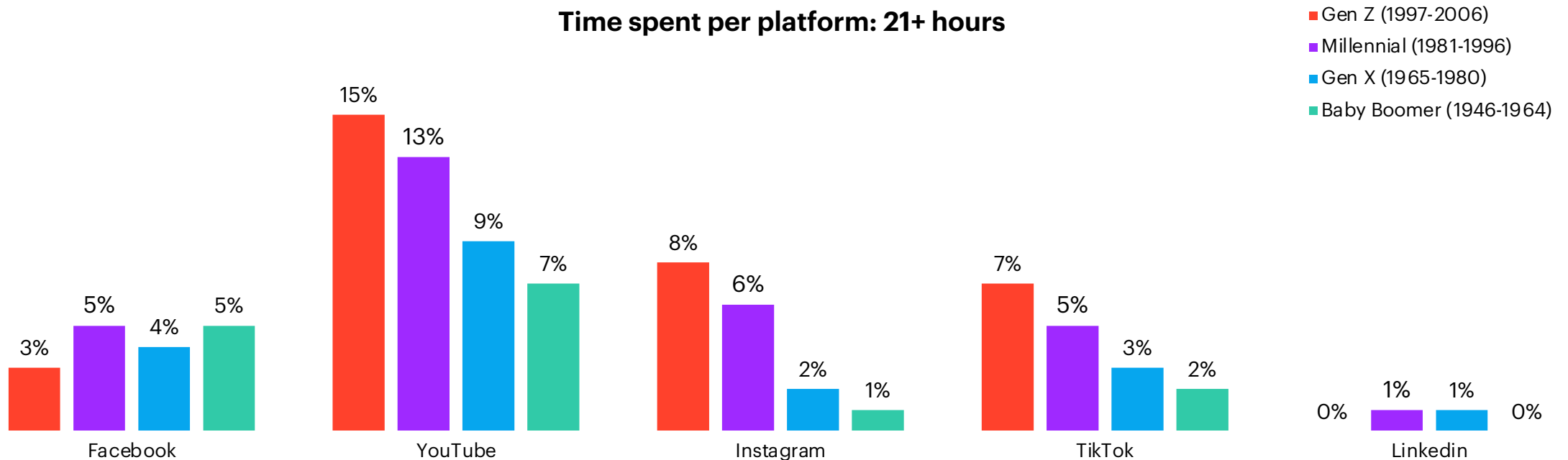
■ Nat rep



All generations are most likely to spend 21+ hours per week on YouTube

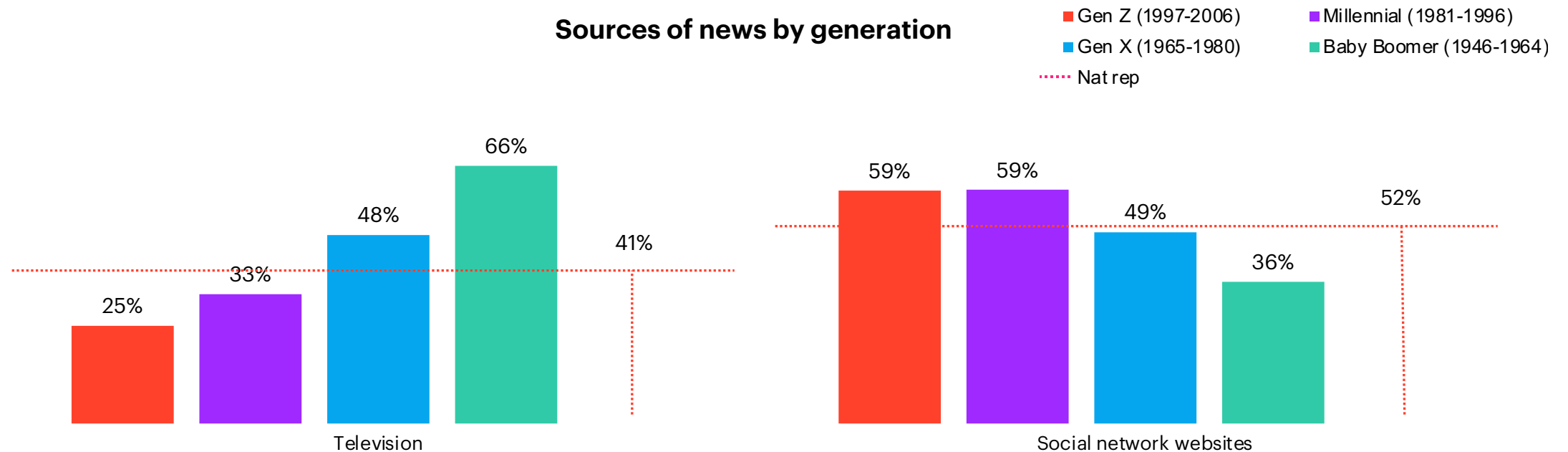
15% of Gen Z stated they spend 21+ hours on YouTube per week.

Time spent per platform: 21+ hours



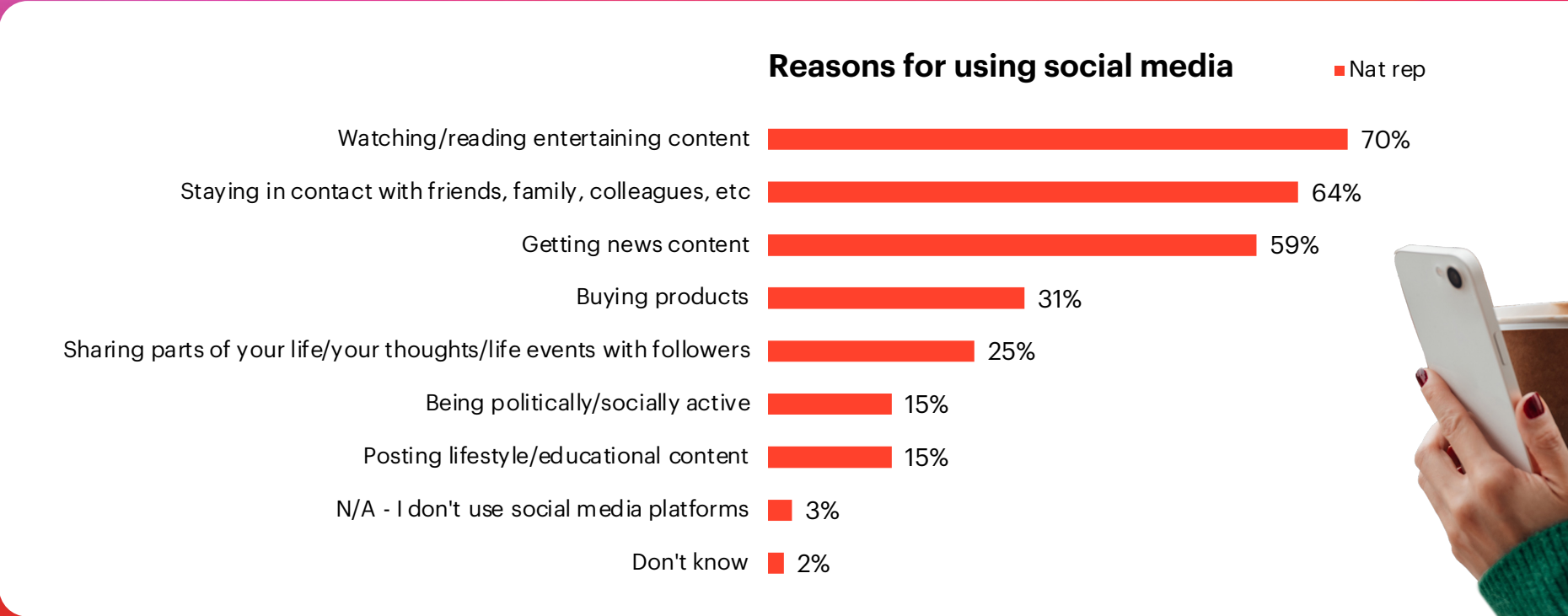
Social networks outrank television as a news source for most generations in Singapore

On a national level, **41%** of Singaporeans use television as a source of news compared to **52%** who use social networks.



31% of Singaporeans use social media for buying products

70% of the national representative use social media for watching or reading entertaining content.

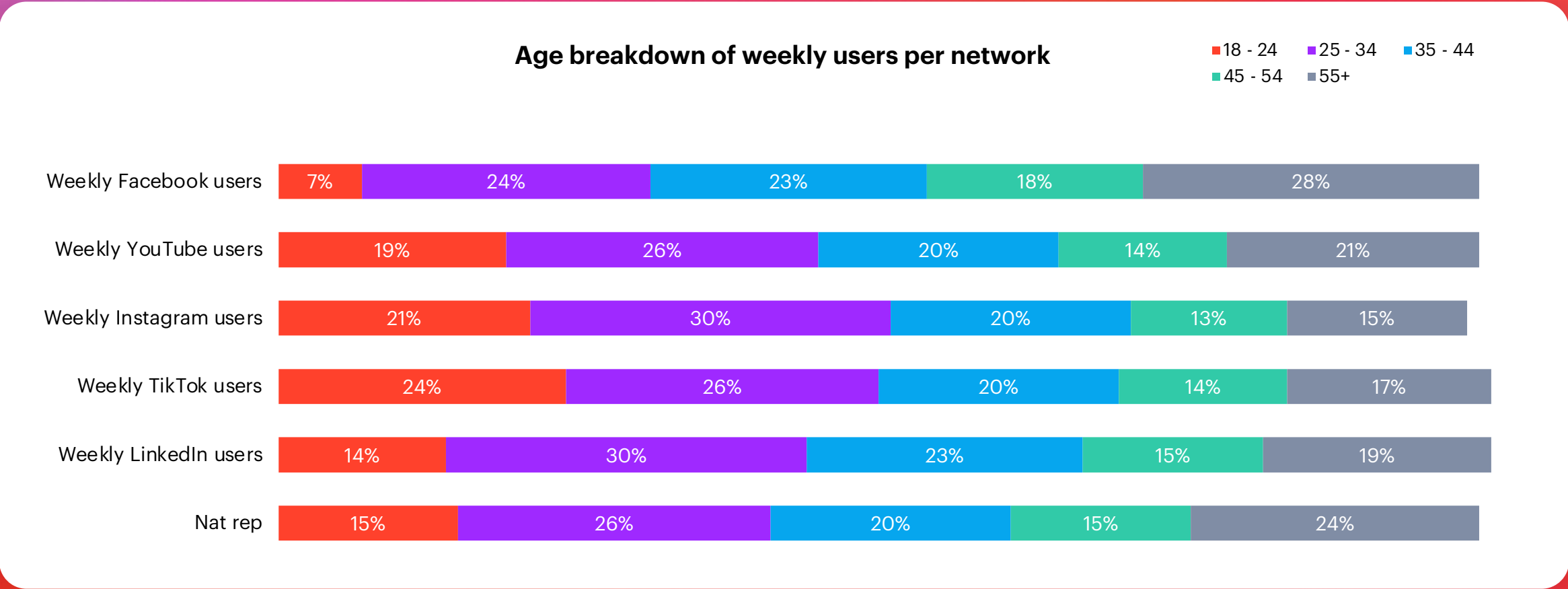


Social profiles: How weekly users of each social network differ

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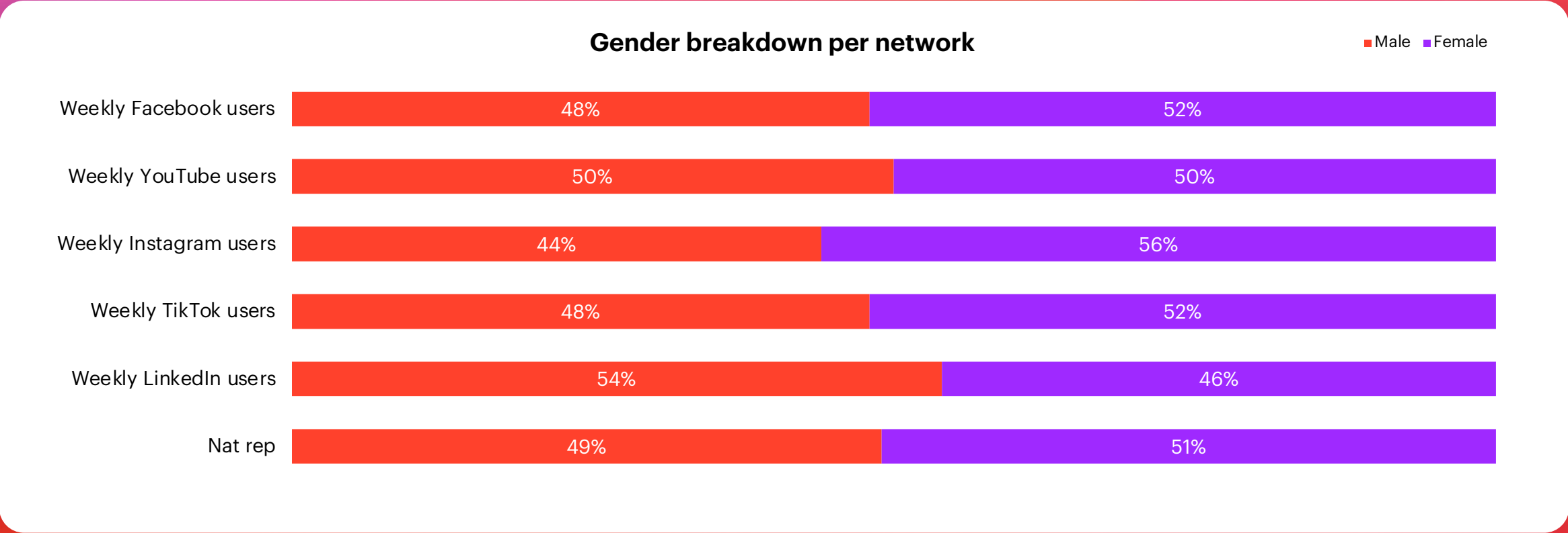


Weekly TikTok and Instagram users skew younger, weekly Facebook users skew older



Weekly LinkedIn users are more likely to be male compared to other social networks

While weekly Instagram users are more likely to be female.



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Exploring attitudes to social media

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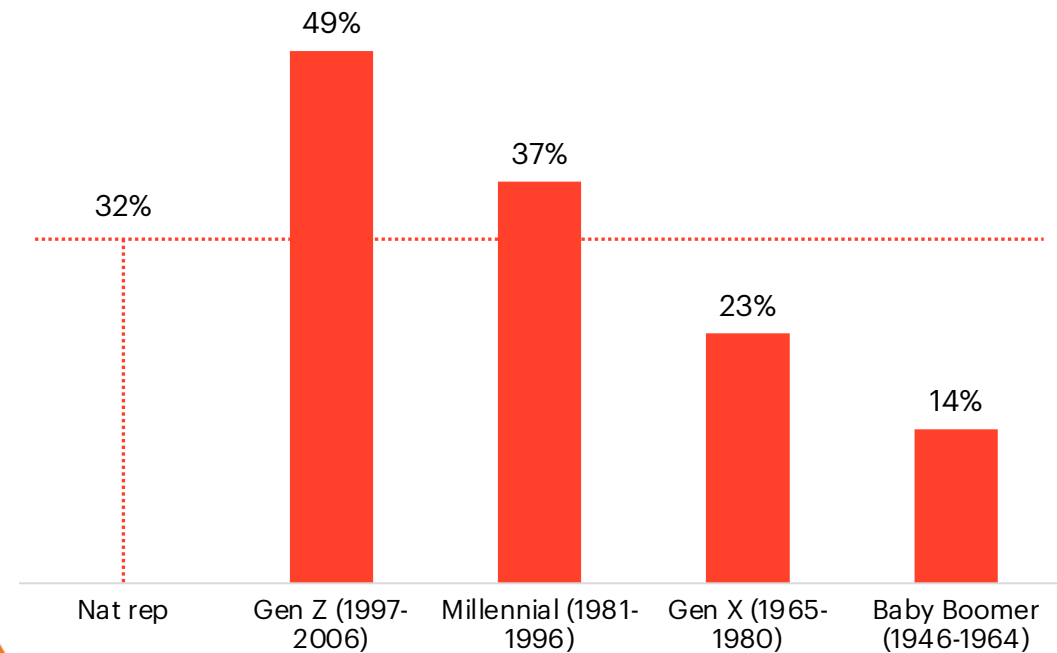
32% of Singaporeans agree they are more likely to engage with advertisements on social media than on regular websites

49%

of Gen Z agree the same.



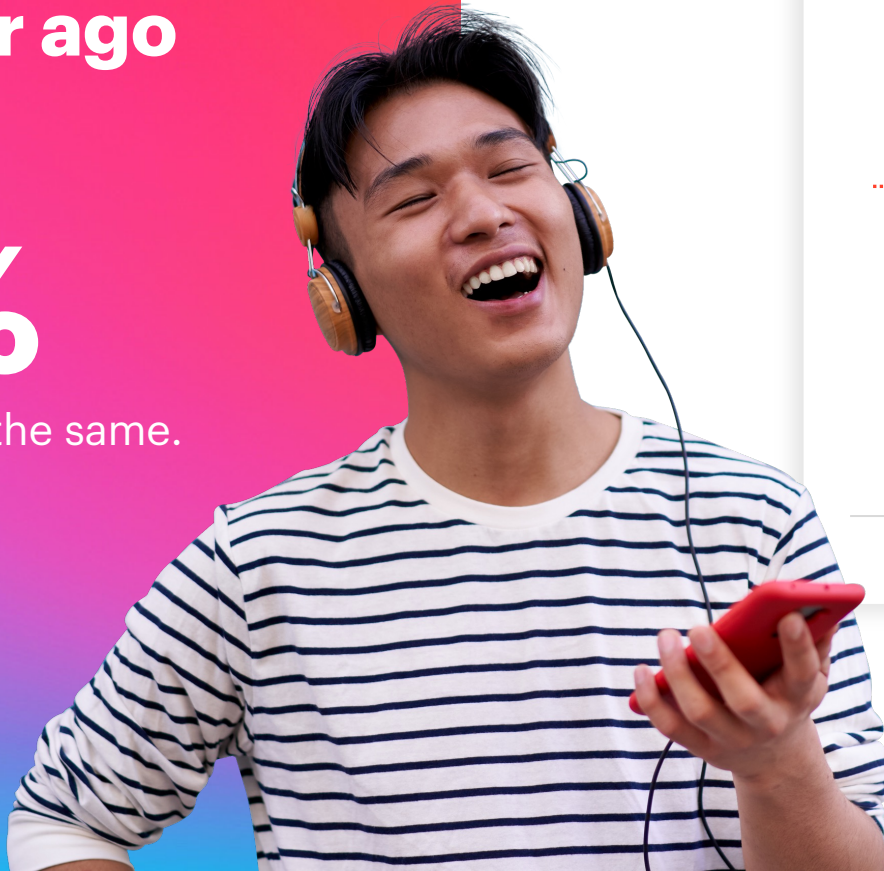
"I'm more likely to engage with advertisement on social media than on regular websites"



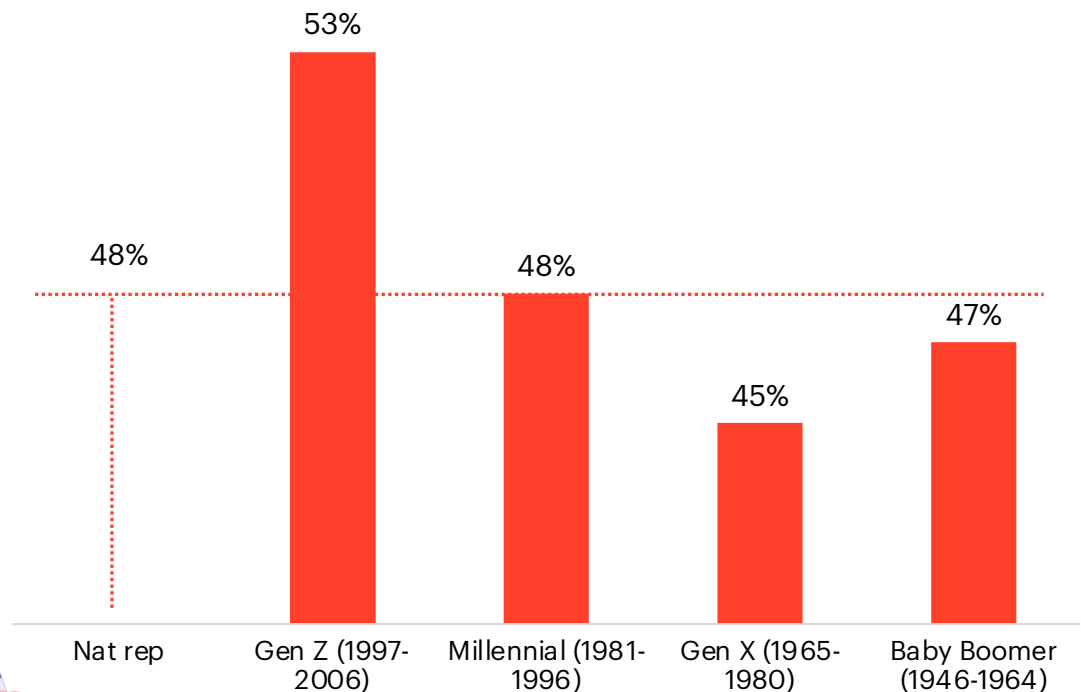
**48% of Singaporeans
state they spend
more time on social
media now than they
did a year ago**

53%

Of Gen Z agree the same.



**"I spend more time on social media now than
I did a year ago"**



The majority of Singaporeans agree that social media can be socially damaging and should be limited

80%

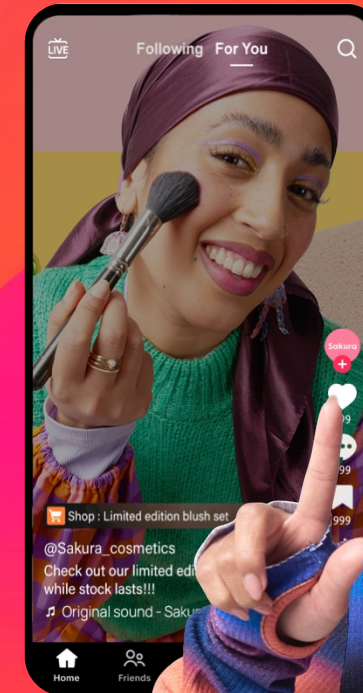
of Singaporeans agree: "I think we should be encouraged to take regular breaks from social media."

60%

of Singaporeans agree: "I think social media is changing the way we interact with each other for the worse."

72%

of Singaporeans agree: "I think parents should limit the time their child(ren) spend(s) on social media."



Brand rankings among weekly social network users

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Brand rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration of weekly social media users for Facebook, YouTube, Instagram, TikTok and LinkedIn in Singapore versus the general population.

The brands in this section are ranked by the difference in consideration between the two groups. For instance, X% of weekly Facebook users would consider buying from X, while X% of the general population feel the same. This X percentage-point difference places X higher in our ranking than X, despite the latter having an overall higher consideration among weekly Facebook users (X%). Consideration scores are rounded to the nearest decimal point, and differences are determined from those rounded scores.

This data in this analysis comes from connecting YouGov BrandIndex and YouGov Profiles. Brands must have been tracked for 183 days to qualify for the ranking, which measures consideration sentiment between respective social network users and nat rep.

[Explore more data >](#)[Get in touch >](#)

Facebook

Instagram

YouTube

TikTok

LinkedIn



Which overall brands do weekly Facebook users prefer?

Rank	Brand name	Weekly Facebook users	Nat rep	Difference
1	Shopee (app)	55.5%	50.8%	4.8
2	Grab (app)	41.2%	36.8%	4.4
3	McDonald's	53.5%	49.2%	4.3
4	Channel News Asia	56.7%	52.6%	4.0
5	Uniqlo	53.0%	49.1%	3.9
6	Agoda	33.9%	30.2%	3.7
7	Singapore Airlines	57.9%	54.5%	3.4
8	Google	66.4%	63.0%	3.4
9	Lazada	45.1%	41.8%	3.3
10	Julie's	23.0%	19.9%	3.0

YouGov BrandIndex Singapore, May 1st 2023 to April 30th 2024

Weekly Facebook users (n>1,980) Excludes social networks and messaging app services. Affiliated brands have been removed after the first inclusion.

Get in touch

Facebook

YouTube

Instagram

TikTok

LinkedIn



Which overall brands do **weekly YouTube** users prefer?

Rank	Brand name	Weekly YouTube users	Nat rep	Difference
1	Google	69.5%	63.0%	6.5
2	Shopee (app)	57.0%	50.8%	6.2
3	Grab (app)	42.8%	36.8%	6.0
4	Uniqlo	54.4%	49.1%	5.3
5	DBS PayLah!	45.7%	40.5%	5.3
6	Spotify	35.6%	30.5%	5.1
7	McDonald's	54.0%	49.2%	4.8
8	Shopee	72.6%	68.0%	4.6
9	Wikipedia	26.6%	22.0%	4.6
10	Mothership	37.2%	32.9%	4.4

YouGov BrandIndex Singapore, May 1st 2023 to April 30th 2024

Weekly YouTube users (n>2,780). Excludes social networks and messaging app services. Affiliated brands have been removed after the first inclusion.

Get in touch

Facebook

YouTube

Instagram

TikTok

LinkedIn



Which overall brands do weekly Instagram users prefer?

Rank	Brand name	Weekly Instagram users	Nat rep	Difference
1	Spotify	41.1%	30.5%	10.6
2	Grab (app)	45.2%	36.8%	8.3
3	Shopee (app)	58.9%	50.8%	8.1
4	Mothership	40.4%	32.9%	7.6
5	Klook	35.4%	28.1%	7.3
6	Uniqlo	56.1%	49.1%	7.1
7	DON DON DONKI	39.1%	33.0%	6.1
8	Netflix	39.3%	33.2%	6.1
9	Google	69.0%	63.0%	6.0
10	McDonald's	54.5%	49.2%	5.3

Get in touch

Facebook

YouTube

Instagram

TikTok

LinkedIn



Which overall brands do **weekly TikTok** users prefer?

Rank	Brand name	Weekly TikTok users	Nat rep	Difference
1	Spotify	41.0%	30.5%	10.5
2	Mothership	42.4%	32.9%	9.6
3	KFC	33.5%	24.9%	8.6
4	Grab (app)	45.4%	36.8%	8.5
5	Shopee (app)	59.1%	50.8%	8.3
6	Oreo	32.2%	24.6%	7.6
7	Maggi	37.5%	30.1%	7.4
8	Netflix	40.2%	33.2%	7.0
9	Jollibee	23.0%	16.4%	6.6
10	Grab	44.6%	38.5%	6.1

YouGov BrandIndex Singapore, May 1st 2023 to April 30th 2024

Weekly TikTok users (n>890). Excludes social networks and messaging app services. Affiliated brands have been removed after the first inclusion

Get in touch

Facebook

Instagram

YouTube

TikTok

LinkedIn



Which overall brands do weekly LinkedIn users prefer?

Rank	Brand name	Weekly LinkedIn users	Nat rep	Difference
1	Channel News Asia	65.2	52.6	12.6
2	Spotify	42.8	30.5	12.3
3	Singapore Airlines	64.5	54.5	10.0
4	DON DON DONKI	42.9	33.0	9.9
5	The Business Times	24.4	14.5	9.8
6	Grab (app)	46.2	36.8	9.4
7	Google	72.1	63.0	9.0
8	Din Tai Fung	30.6	22.0	8.6
9	DBS PayLah!	49.0	40.5	8.5
10	McDonald's	57.7	49.2	8.5

YouGov BrandIndex Singapore, May 1st 2023 to April 30th 2024

Weekly LinkedIn users (n>1,000). Excludes social networks and messaging app services. Affiliated brands have been removed after the first inclusion.

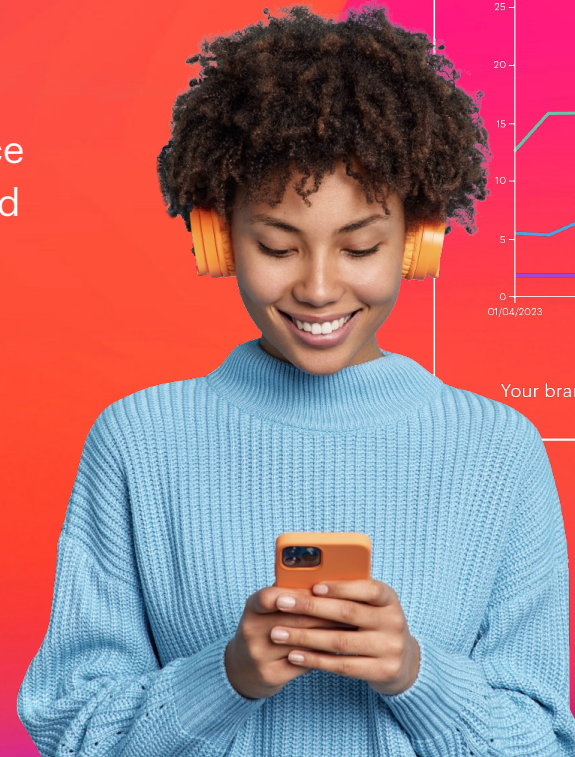
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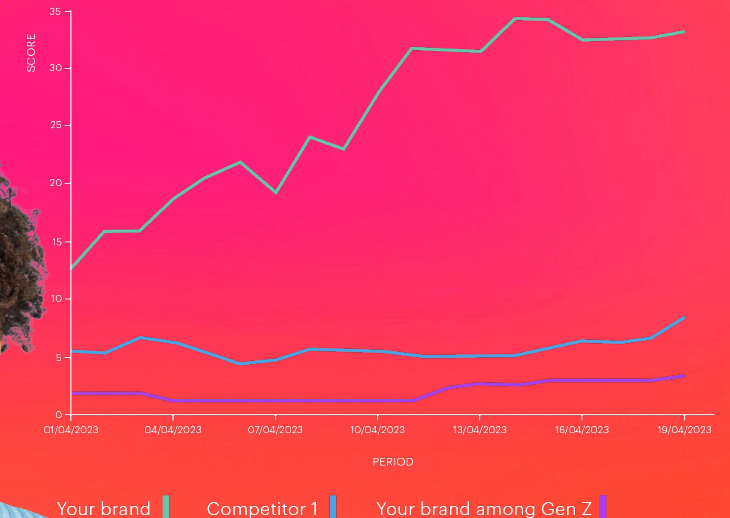
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Metrics ▾

Advertising awareness

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