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° people in Wales use social media

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

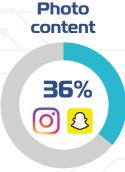
1 in 10° people do not access the internet

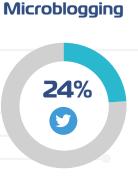
Which type of social media do people use?











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





86%

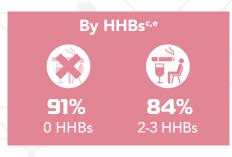


88% deprived



By general health^c 90% Average





^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; Differences between groups presented were found to be statistically significant (p<0.05); Differences between groups presented were not found to be statistically significant (p>0.05); HHB = Health-harming behaviour (smoking, binge drinking, physically inactive).

The information in this infographic is taken from the report: Population Health in a digital age. Patterns in the use of social media in Wales. Song J, Sharp CA, Davies AR (2020). Public Health Wales & Bangor University. Available from: https://phw.nhs.wales/topics/digital-technology-and-health/







