misco

IN COLLABORATION WITH

THE MALTA CHAMBER

Social Media Usage Report

2024

Contents

Introduction

According to the annual EU survey conducted by the National Statistics Office (NSO) regarding ICT usage in households and by individuals, 91.5% of individuals aged 16 to 74 used the internet in 2022, aligning with the EU average of 88%. Notably, 97.8% of internet users accessed the internet daily. While internet usage generally decreases with age, the data reveals a consistent increase in the usage among individuals aged 65 to 74, rising from 38% in 2018 to 54% in 2021 and reaching 65% in 2022. At the other end of the spectrum, the entire age group of 16 to 24 years old demonstrate universal internet usage.

The primary motivations for internet use were communication (such as emails, instant messaging, and social networking), access to information (online news reading), and entertainment (music listening and streaming TV).

Continuing to acknowledge the profound impact of the internet on various aspects of behaviour, misco conducted its seventh survey on social media usage, correlating it with marketing elements. The results of the misco Social Media Usage Trends Survey 2024, ongoing since 2017, are presented, facilitating comparisons and insights into emerging trends and influences on digital behavior. This seventh edition of the misco Social Media Usage Survey was conducted in collaboration with the Malta Chamber of Commerce, Enterprise and Industry.

SOURCE

https://nso.gov.mt/en/News_Releases/Documents/2023/03/News2023_038.pdf

Methodology

misco conducted this survey among a representative sample of participants drawn from its random probability based online panel. This means that individuals who answered the survey form part of an online panel through a random and unbiased process, giving every potential participant an equal opportunity to be selected. This method aims to avoid selection bias and increase the generalisability of the findings to the larger population. The fieldwork took place in February 2024.

To ensure a balanced representation, the data underwent weighting based on age and gender. Weighting is a statistical adjustment method employed to align study results more closely with known population characteristics. In this case, the weighting process was informed by the latest National Census of 2021.

Key Takeaways

Smartphone ownership among internet users continues to increase year on year.

Media consumption habits have seen a greater focus on internet browsing and social media over television and a decline in traditional news and blog consumption.

WhatsApp sees continuous growth in usage, aligning with the increasing trend in smartphone ownership. Other social media platforms show no change in usage levels over the past year.

Facebook is the preferred platform for diverse social media activities across demographics, while Instagram is the preferred choice for staying updated on influencer activities.

Ninety-eight per cent of 16 to 24-year-old social media users are present on Instagram, with three in five (61%) keeping up with influencers on the platform.

Younger social media users (16-24) are more likely to talk about / share content, however, older consumers (55+) who engage in this behaviour do so to a larger extent, sharing with more people.

Social media platforms are the primary contributors to online ad exposure.

Nearly half (43%) of smartphone owners use food delivery apps such as Bolt and Wolt however, social media apps and maps remain the most utilised apps.

There has been a growing increase in the adoption of online banking and bill payments.

There is an increasing dependence on navigational support (maps).

Gen Z individuals (16-24) are much more likely than any other demographic group to watch video content.

Online shopping remains most prevalent among those aged 25 to 34, while individuals aged 55 and older continue to display the lowest likelihood of making online purchases.

Results

4.1 DEVICE USAGE

The ownership of smartphones among internet users has reached 91%, marking a substantial increase from 77% in 2017. In contrast, laptop usage has exhibited fluctuations over the past seven years, experiencing another slight upturn in 2024. Notably, the last surge in laptop usage coincided with the period of COVID-19 lockdowns and heightened social isolation between 2020 and 2021.

On the other hand, the utilization of desktop PCs has been on a decline, plummeting to 30% - a significant drop from the 47% recorded in 2017.

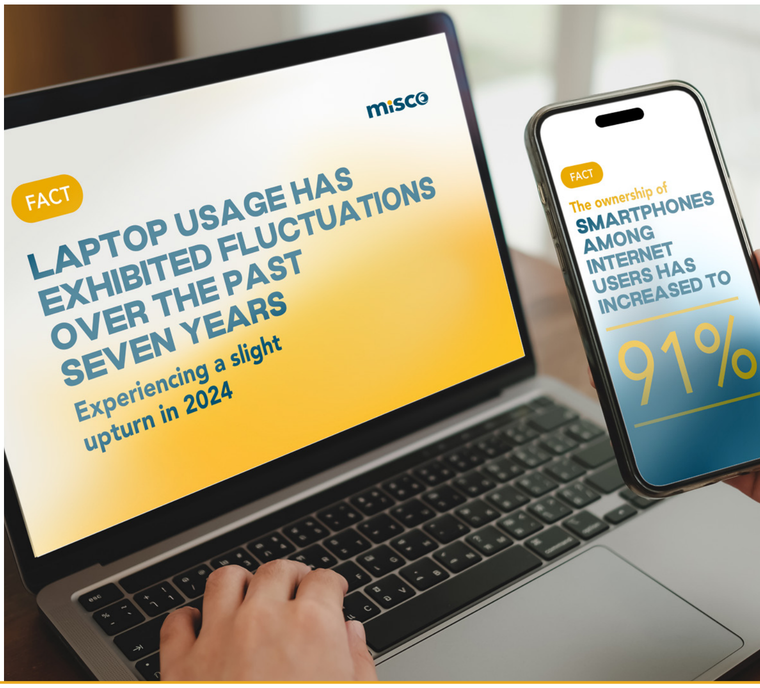


Table 1: Which, if any, of the following devices do you currently use? (multiple response)

	2024	2023	2022	2021	2020	2018	2017
Smartphone	91%	88%	87%	87%	86%	83%	77%
Laptop or Notebook	79%	75%	77%	77%	76%	75%	70%
Tablet computer	34%	40%	36%	30%	43%	48%	45%
Desktop PC	30%	35%	37%	33%	39%	42%	47%
Basic mobile phone	7%	9%	7%	7%	5%	11%	14%
E-reader	7%	6%	5%	6%	6%	6%	7%
Handheld gaming device	5%	3%	2%	2%	3%	3%	2%

Females consistently exhibit a notably higher prevalence of smartphone usage compared to males. Conversely, males demonstrate a significantly greater affinity for desktop PCs, with 38% utilizing them compared to 21% of females. The pattern of laptop usage remains consistent with previous years, with younger individuals (16-34) showing a higher rate (89%) compared to those aged 35 and above (75%). This discrepancy is reflective of differing work habits, as individuals in the 16-34 age group, often students, tend to work and study in various locations (e.g., university, home), while older individuals are more inclined to use a single machine in a fixed location (e.g., work). Reflecting this, desktop PC usage is higher among those aged 35 and above (35%) compared to the 16 to 24 age group (19%).

Table 2: Which, if any, of the following devices do you currently use? (multiple response)

	Males	Females	16-24	25-34	35-44	45-54	55+
Smartphone	87%	95%	92%	98%	97%	93%	80%
Laptop or Notebook	77%	82%	92%	87%	83%	77%	69%
Tablet computer	31%	37%	41%	31%	32%	32%	36%
Desktop PC	38%	21%	30%	13%	33%	36%	36%

4.2 MEDIA CHANNELS

In general, individuals dedicate more time to internet browsing and social media than to watching television. Additionally, the consumption of radio and music streaming services like Spotify and Apple Music suggests a significant portion of Maltese residents engage with these platforms during travel.

The consumption of news, blogs, and related content, whether through print or digital sources, is gradually declining, while the viewership of YouTube videos is on the rise. Much like the impact of video on the radio, social media is currently overshadowing video, and overall screen time is diminishing readership.

Table 3: Could you tell me how often you…at least once a day? (multiple response)

	2024	2023	2022	2021	2020	2018	2017
Browse the internet	96%	95%	95%	91%	94%	93%	94%
Access online social networks	87%	90%	85%	83%	82%	79%	77%
Watch television via a decoder box	52%	54%	69%	74%	69%	73%	73%
Watch videos on YouTube	49%	43%	46%	47%	47%	37%	38%
Watch television via a subscription-based box	37%	38%	31%	27%	24%	19%	24%
Watch films/series via a subscription based streaming service	37%	38%	-	-	-	-	-
Watch television via the internet (e.g. TVMi.mt)	21%	-	-	-	-	-	-
Radio (aggregate)	75%	47%	50%	44%	52%	53%	63%
Listen to local radio	48%	-	-	-			-
Listen to music on Spotify, Apple Music or Youtube music	46%	28%	22%	19%	18%	14%	15%
Listen to foreign radio	14%	-	-	-	-	-	-
Read a news website	66%	68%	72%	76%	75%	72%	74%
Read online magazines / articles	43%	-	-	-	-	-	-
Read blogs	22%	24%	22%	28%	29%	28%	32%
Read a printed newspaper	7%	9%	8%	10%	16%	20%	18%
Read printed magazines	6%	-	-	-	-	-	-

Usage patterns of various media channels are influenced by demographics. Women exhibit a higher engagement with social media platforms, dedicating more daily time to browsing these sites and apps. In contrast, men are notably more inclined towards television watching, while women prefer films/ series on subscription-based streaming services like Disney+ or Netflix. Additionally, men generally have elevated screen time rates, particularly in their viewership of YouTube videos, surpassing that of women. However, men are more prone than women to participate in readership activities on news websites and blogs.

Table 3: Could you tell me how often you…at least once a day? (multiple response)

	Males	Females
Browse the internet	97%	96%
Access online social networks	82%	93%
Watch television via a decoder box	57%	47%
Watch videos on YouTube	55%	43%
Watch television via a subscription-based box	38%	35%
Watch films/series via a subscription based streaming service	32%	42%
Watch television via the internet (e.g. TVMi.mt)	27%	14%
Listen to local radio	48%	48%
Listen to music on Spotify, Apple Music or YouTube music	40%	52%
Listen to foreign radio	18%	10%
Read a news website	77%	57%
Read online magazines / articles	48%	37%
Read blogs	31%	11%
Read a printed newspaper	11%	4%
Read printed magazines	9%	2%

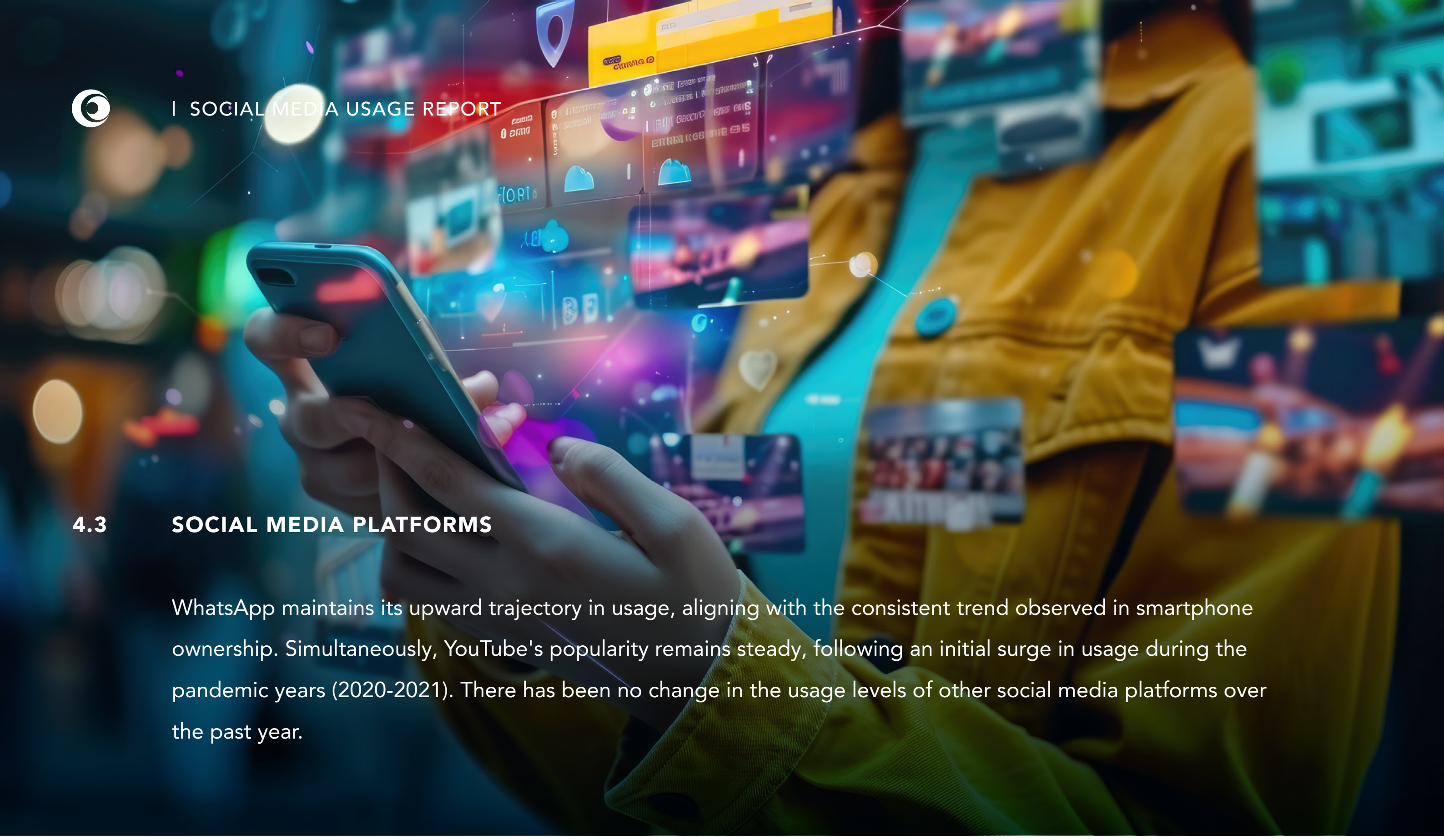
Social media access decreases among older people. Moreover, the entire 16- to 24-year-old cohort uses social media platforms. Their use of social media platforms is 100% compared to 89% of people above the age of 55 which nonetheless has increased since 2023 (82%). The extensive use of social media by Generation Z can be attributed to their upbringing in an age marked by widespread digital technology. Regarded as digital natives, this generation has been immersed in the use of internet and online media since their early years. Moreover, the younger age group (16-24) demonstrates lower interest in the latest news, with only 46% accessing news websites, in contrast to 76% among those aged 35 and above.

Additionally, individuals in the 16-34 age range are notably more inclined to watch films/ series on subscription-based streaming services like Disney+ or Netflix (45%) compared to their older counterparts (35+), at 32%. Older respondents prefer watching TV via a decoder box (e.g., GO and Melita) at 62%, while only 33% of the 16-34 age group share this preference. Furthermore, the younger demographic (16-34) shows a higher likelihood of watching videos on YouTube (57%) and listening to music on Spotify (69%).

Table 4: Could you tell me how often you…at least once a day? (multiple response)

	16-24	25-34	35-44	45-54	55+
Browse the internet	97%	97%	99%	97%	94%
Access online social networks	97%	95%	85%	88%	80%
Watch television via a decoder box	23%	38%	47%	53%	75%
Watch videos on YouTube	66%	53%	56%	52%	35%
Watch television via a subscription-based box	27%	33%	32%	38%	44%
Watch films/series via a subscription based streaming service	44%	46%	36%	33%	30%
Watch television via the internet (e.g. TVMi.mt)	13%	9%	17%	21%	34%
Listen to local radio	26%	51%	50%	59%	48%
Listen to music on Spotify, Apple Music, Youtube music	95%	55%	49%	37%	26% or
Listen to foreign radio	0%	13%	15%	14%	19%
Read a news website	34%	52%	72%	75%	78%
Read online magazines / articles	34%	34%	38%	49%	51%
Read blogs	19%	17%	20%	18%	28%
Read a printed newspaper	0%	1%	6%	9%	15%
Read printed magazines	3%	0%	6%	5%	10%

While the inclination toward foreign TV channels is greater at 21% compared to local channels at 14%, the majority, comprising two-thirds (66%) of individuals, watch both local and foreign TV channels. This pattern aligns with the preference rates observed in previous years.



4.3 SOCIAL MEDIA PLATFORMS

WhatsApp maintains its upward trajectory in usage, aligning with the consistent trend observed in smartphone ownership. Simultaneously, YouTube's popularity remains steady, following an initial surge in usage during the pandemic years (2020-2021). There has been no change in the usage levels of other social media platforms over the past year.

Table 5: Can you tell me how often, if at all, you access the following social media websites? (at least once a day… less than once a week)? (multiple response)

	2024	2023	2022	2021	2020	2018	2017
WhatsApp	99%	97%	95%	91%	0%	0%	0%
Facebook	95%	95%	91%	92%	92%	96%	94%
YouTube	95%	95%	97%	98%	95%	95%	96%
Facebook Messenger	94%	94%	91%	90%	0%	0%	0%
Instagram	66%	65%	60%	53%	53%	47%	39%
LinkedIn	52%	46%	47%	46%	46%	46%	44%
Pinterest	51%	52%	50%	54%	51%	49%	43%
Tik-Tok	48%	46%	41%	30%	0%	0%	0%
X	23%	28%	25%	23%	26%	28%	25%
Snapchat	12%	15%	14%	10%	0%	0%	0%

Females and individuals aged 16 to 34 are driving the usage of Instagram, with 54% of females and 76% of 16- to 34-year-olds using the platform daily. In contrast, TikTok's adoption is led by younger users, with 71% of 16- to 24-year-olds using the platform weekly. Additionally, Pinterest is more popular among females (64%), while X (formerly Twitter) is more prevalent among males (33%). Facebook usage remains consistently high across all age groups, albeit to varying degrees.

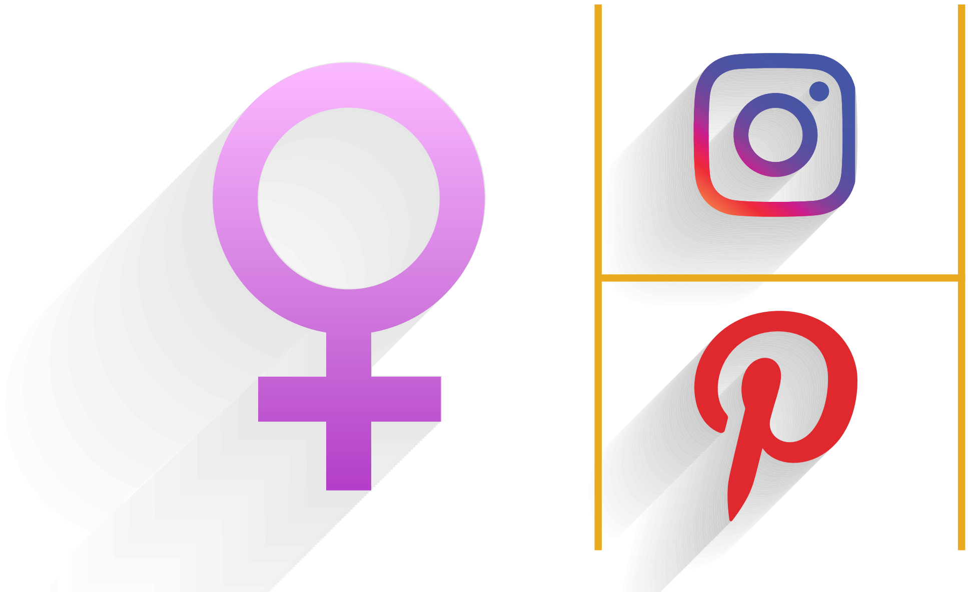


Table 6: Can you tell me how often, if at all, you access the following social media websites? (at least once a day… less than once a week)? (multiple response)

	Males	Females	16-34	35-54	55+
WhatsApp	99%	99%	99%	98%	97%
Facebook	92%	97%	100%	89%	88%
YouTube	95%	95%	97%	95%	94%
Facebook Messenger	90%	97%	99%	84%	87%
Instagram	58%	74%	87%	42%	57%
LinkedIn	3%	51%	64%	33%	38%
Pinterest	39%	64%	65%	25%	43%
Tik-Tok	47%	50%	56%	30%	37%
X	33%	12%	21%	15%	23%
Snapchat	11%	13%	22%	4%	6%

Facebook maintains its stronghold on daily social media usage, with 74% of respondents accessing it multiple times a day and an additional 12% accessing it at least once daily. Following closely are Facebook Messenger (77%) and WhatsApp (83%), with Instagram being accessed daily by 43% of internet users.

Table 7: Can you tell me how often, if at all, you access the following social media platforms? (at least once a day)? (multiple response)

	2024	2023	2022	2021	2020	2018	2017
Facebook	85%	87%	85%	82%	84%	87%	84%
WhatsApp	83%	79%	73%	70%			
Facebook Messenger	77%	81%	78%	78%			
YouTube	53%	48%	51%	54%	51%	46%	46%
Instagram	43%	45%	36%	31%	31%	24%	17%
Tik-Tok	25%	22%	21%	13%			
LinkedIn	19%	13%	9%	9%	11%	8%	11%
Pinterest	13%	13%	15%	15%	13%	12%	13%
X	9%	10%	11%	9%	8%	9%	7%
Snapchat	2%	4% 4%	4%				
Tumblr	1%	1% 0%	1%	1%	1 %		

4.4 SOCIAL MEDIA USAGE BEHAVIOURS

Facebook remains the preferred platform for various social media activities, reflecting its widespread popularity across all demographics. However, when it comes to staying updated on influencer activities, Instagram takes the lead, with 19% of social media users primarily using it for this purpose (compared to 6% using Facebook for the same purpose).

Younger individuals (16-24) engage in significantly more Instagram activities than older users and are more likely to follow influencers on both Facebook and Instagram, with 61% of 16- to 24-year-olds keeping up with present influencers on Instagram.

Two in five (38%) Instagram users follow foreign influencers while one in three (33%) follow Maltese influencers. Otherwise, people generally follow friends (82%), celebrities (45%) and organisations (36%) on Instagram. Women are significantly more likely to follow influencers on Instagram, following both Maltese and foreign influencers equally.

However, when looking for information about a business or seeking brand deals / offers, Facebook is more likely to be accessed than Instagram. Meanwhile, the primary uses of Facebook Messenger and WhatsApp are communication.

YouTube's primary use is to pass time, more so than the use of Facebook and Instagram. However, a quarter of young people (16-24) use YouTube to see what influencers are doing (24%). People who visit YouTube do so to listen to music or watch music videos (68%), watch educational videos (53%), watch various kinds of home-made videos (41%), watch scenes from television series or movies (33%) and watch news items or news programmes (27%).

Table 8: What do you primarily use [PLATFORM] for? (multiple response) Base: Social media users

	Facebook	Instagram	LinkedIn	Facebook Messenger	WhatsApp	YouTube
Keep up with current affairs	69%	26%	13%	10%	6%	25%
Communicate with friends / family	73%	29%	4%	93%	96%	3%
Communicate with colleagues	33%	9%	12%	46%	70%	2%
Pass time	65%	49%	4%	13%	5%	77%
Keep up with influencers	6%	19%	1%	1%	2%	5%
Network professionally	8%	4%	36%	4%	10%	3%
Stay up to date with businesses / brands	20%	16%	18%	3%	2%	9%
Find brand deals / offers	28%	14%	2%	4%	1%	4%

Although X has a relatively low usage rate, it is predominantly utilized to follow news agencies (49%), politicians (48%), organizations (42%), and celebrities (41%). Furthermore, aligning with demographic patterns in news readership, men (56%) are notably more inclined than women (27%) to follow news agencies on X.

Among those respondents who read blogs, similar to data seen in previous years, three out of five (57%) people said that they read blogs to catch up on the latest news, and 48% do so to read up on the blogger's opinions. Just over half (51%) said that they read blogs for entertainment.

Over half (68%) of social media users talk about and/ or share videos on social media platforms, with one in four (25%) distributors sharing videos with numerous other individuals (5+). While younger consumers (16-24) are significantly more likely to talk about/ share videos on social media platforms, older consumers (55+) who do engage in such social behaviour, do so to a larger extent than younger people (i.e. share videos with more people).

Acknowledging the decline in the breadth of sharing since 2018, there could be an opportunity to diversify the content strategy. Brands may need to explore new and engaging formats to rekindle interest and encourage more widespread sharing.

Meanwhile, recognising that older consumers (55+) who engage in social behaviour tend to share videos with a larger audience, brands can focus on encouraging and amplifying the efforts of this demographic, potentially by providing them with shareable content while creating content specifically tailored to the 16- to 24-year-old demographic to encourage more engagement among this cohort.

4.5 RESPONSE TO BRAND ADVERTISING

A significant portion, comprising two-thirds (65%) of consumers, has been enticed to explore a brand's website or social network page (such as Facebook, Instagram, etc.) via advertisements encountered in various mediums like street ads, radio, television, and online.

Notably, females (73%) exhibit a higher likelihood than males (57%) to be attracted to brand websites/ pages. Additionally, the data indicates that the younger the respondent, the more inclined they are to respond to advertisements, with four out of five (78%) individuals aged 16 to 34 being drawn to a brand's website or social media page through ads.

Table 9: Have you ever been drawn to visit a brand's website or social network page (Facebook, Twitter, etc.) through adverts on the street, radio, television, online, etc?

	Males	Females	16-24	25-34	35-44	45-54	55+
Yes	57%	74%	76%	79%	73%	64%	47%
No	43%	27%	24%	22%	27%	36%	53%

The impact of brand advertising is significantly more pronounced in the online realm than offline. Ninety-four percent of individuals perceive exposure to online ads, whereas 61% feel exposed to offline media. The heightened intensity of digital advertising is evident, with online exposure being more prominent than ever. Notably, social media platforms are the primary contributors to online exposure (74%), while television remains the key source of offline exposure (48%).

Recognising that social media platforms are the primary contributors to online exposure, brands should continue to focus on optimizing their presence and engagement on platforms such as Facebook, Instagram, and others. While online exposure is dominant, brands should not neglect the significance of offline media, especially television. Crafting strategic offline advertising campaigns can still reach a considerable audience, and efforts should be made to enhance the effectiveness of these initiatives.

Table 10: Where do you feel most exposed to adverts? (multiple response)

	2024	2023	2022	2021	2020	2018	2017
While browsing social media websites such as Facebook and YouTube	74%	65%	70%	71%	67%	57%	54%
While browsing the internet	62%	64%	65%	63%	63%	58%	59%
While watching television	48%	51%	53%	59%	62%	68%	67%
While using apps	37%	32%	0%	0%	0%		
While listening to the radio	29%	32%	33%	36%	46%	43%	48%
In the street	18%	16%	17%	19%	22%	24%	21%
While reading blogs	9%	9%	9%	10%	9%	7%	6%
While reading newspapers / magazines	9%	13%	11%	18%	23%	32%	32%
While listening to Spotify (for free)	8%	7%	7%	5%	8%	3%	3%
Aggregates: Online	94%	91%	91	88%	85%	80%	77%
Aggregates: Offline	61%	64%	66%	73%	77%	86%	85%

Consumers are now becoming increasingly aware of the fact that adverts can be targeted towards them on Facebook, Google and other platforms, based on their web browser history. This generally makes them feel uncomfortable (67%). Just 7% of consumers are very comfortable with this. Males are significantly less bothered about targeted ads, feeling more at ease with the situation compared to females.

Table 11: On a scale of 1 to 4 where 1 means very uncomfortable and 4 means very comfortable, how does this make you feel?

	Males	Females	16-24	25-34	35-44	45-54	55+
1 – Very uncomfortable	32%	31%	29%	30%	35%	23%	34%
2	30%	44%	50%	37%	29%	34%	37%
3	0%	21%	22%	25%	30%	27%	24%
4 - Very comfortable	9%	5%	0%	8%	7%	16%	5%
Aggregates: Uncomfortable	61%	74%	78%	67%	64%	57%	71%
Aggregates: Comfortable	39%	26%	22%	33%	36%	43%	29%

Previous results displayed a consumer preference to take in advertisements via offline sources (e.g. TV, radio, billboards). However, this partiality seems to have disappeared with hardly a preference between online and offline sources. The tolerance for online advertising on social media networks is steadily increasing year on year. Moreover, tolerance for online advertising, particularly social media advertising is higher among females (64%) than males (51%).

Table 12: Where would you prefer to watch / hear/ read advertisements? (multiple response)

	2024	2023	2022	2021	2020	2018	2017
Social media networks (e.g. Facebook, YouTube, Instagram, etc.)	44%	41%	38%	42%	31%	33%	32%
Television	29%	40%	34%	44%	35%	38%	41%
Radio	18%	23%	21%	22%	23%	26%	23%
Billboards	17%	22%	17%	20%	18%	17%	15%
Email	15%	18%	17%	12%	15%	13%	11%
News websites	13%	11%	8%	9%	11%	8%	13%
Point of Sale material (e.g. leaflets on a shop counter)	13%	12%	14%	15%	13%	15%	12%
Magazines	9%	12%	8%	12%	17%	16%	19%
Posters	8%	8%	7%	7%	6%	6%	7%
Post	6%	11%	8%	7%	5%	6%	8%
Printed newspapers	5%	9%	8%	9%	12%	19%	15%
Social media networks (e.g. Facebook, YouTube, Instagram, etc.)	1%	2%	2%	5%	3%	2%	2%
Aggregates: Offline	60%	73%	63%	75%	69%	73%	73%
Aggregates: Online	57%	57%	54%	53%	46%	45%	46%

4.6 APP USAGE

Social media remains the predominant force in shaping digital behaviour, with two-thirds (61%) of smartphone users favouring social media apps alongside maps (61%). Following closely are productivity apps (52%), encompassing banking and organizers, and weather apps (48%), as well as entertainment apps (48%), which have experienced a noteworthy surge in popularity over the past year (2023: 42%). Additionally, nearly half (43%) of smartphone owners utilize food delivery apps such as Bolt and Wolt.

Table 13: What kind of apps, if any, do you use the most? (multiple response)

	2024	2023	2022	2021	2020	2018	2017
Social networking apps	61%	65%	68%	70%	65%	61%	63%
Maps apps	61%	56%	59%	55%	63%	58%	54%
Productivity apps (e.g. bank apps, time organiser, etc.)	52%	53%	57%	52%	56%	43%	41%
Weather apps	48%	55%	54%	55%	58%	54%	50%
Entertainment apps (e.g. Spotify)	48%	42%	44%	39%	38%	31%	28%
Take out apps (e.g. Bolt, Wolt)	43%	39%	-	-	-	-	
Travel apps	38%	33%	38%	31%	39%	39%	37%
News apps	30%	35%	35%	45%	42%	42%	43%
Game apps	30%	29%	31%	29%	34%	31%	37%
Retail apps (e.g. ASOS)	30%	29%	33%	32%	28%	22%	19%
Search tool apps	29%	29%	35%	38%	33%	33%	33%
Local transport apps (e.g. Bolt, Talinja)	28%	20%	-	-	-	-	-
Sports apps	22%	18%	21%	23%	13%	17%	19%
Smart home apps (e.g. AC Remote, Vacuum Remote)	20%	-	-	-	-	-	-
Dating apps	3%	2%	-	-	-	-	-

Women exhibit a higher inclination towards social media, productivity tools, and retail applications, whereas men are more inclined to access weather updates, news, sports, and local transportation apps.

Among smartphone users aged 16 to 24, there is a heightened preference for social media, productivity apps, entertainment platforms (like Spotify), food delivery services, and retail applications compared to other age groups. Conversely, individuals aged 55 and above demonstrate elevated usage rates of weather and news apps.

Table 15: What kind of apps, if any, do you use the most? (multiple response)

	Males	Females	16-24	25-34	35-44	45-54	55+
Social networking apps	54%	69%	86%	82%	68%	47%	40%
Maps apps	62%	60%	68%	59%	64%	67%	54%
Productivity apps (e.g. bank apps, time organiser, etc.)	47%	58%	71%	63%	58%	43%	39%
Weather apps	57%	40%	29%	35%	40%	52%	70%
Entertainment apps (e.g. Spotify)	46%	50%	85%	65%	44%	42%	28%
Take out apps (e.g. Bolt, Wolt)	39%	47%	49%	58%	53%	46%	22%
Travel apps	39%	37%	37%	32%	44%	47%	34%
News apps	43%	17%	6%	12%	28%	36%	52%
Game apps	29%	31%	39%	39%	34%	26%	18%
Retail apps (e.g. ASOS)	19%	40%	54%	41%	27%	18%	20%
Search tool apps	32%	27%	32%	23%	22%	36%	34%
Local transport apps (e.g. Bolt, Talinja)	33%	24%	38%	17%	23%	30%	37%
Sports apps	35%	8%	15%	15%	26%	21%	26%
Smart home apps (e.g. AC Remote, Vacuum Remote)	21%	20%	20%	27%	28%	13%	14%
Dating apps	4%	2%	6%	1%	5%	4%	0%

4.7 ONLINE ACTIVITY

The predominant online activity involves sending and receiving emails (91%), followed by other routine tasks such as banking (84%) and paying bills (83%). In recent years, there has been a notable rise in the adoption of online banking and bill payments. This trend can be attributed to various factors, such as the convenience of digital transactions, round-the-clock accessibility, advancements in technology and security measures, and businesses actively promoting paperless alternatives. Additionally, the COVID-19 pandemic played a role in accelerating this shift, providing a further boost to the prevalence of online financial activities.

Furthermore, the findings from app usage and online activity suggest a growing number of individuals relying on maps (83%). Given the persistent issue of traffic congestion in Malta, people may seek navigational support to reach their destinations efficiently by identifying routes that help them avoid traffic bottlenecks.

Table 16: Which of the following activities have you undertaken in the past 12 months when using the internet? (multiple response)

	2024	2023	2022	2021	2020	2018	2017
Send / Receive email	91%	91%	91%	91%	94%	92%	91%
Banking	84%	86%	84%	80%	82%	82%	77%
Pay bills	83%	77%	76%	77%	71%	71%	69%
Check maps and directions	83%	79%	77%	74%	80%	73%	73%
Check current news, weather and sports updates	80%	81%	82%	84%	87%	83%	84%
Browse search engines such as Google, MSN, etc.	79%	82%	83%	79%	85%	79%	82%
Purchase products or services	77%	75%	76%	72%	79%	74%	72%
Listen to music	77%	74%	72%	68%	72%	69%	67%
Look for product / service information such as reviews	73%	71%	71%	75%	73%	73%	72%
Visit social networks	72%	73%	74%	77%	75%	71%	71%
Watch video content	69%	67%	71%	69%	73%	66%	69%
Watch movies and series	62%	60%	0%	0%	0%	0%	0%
Play games (not of a gambling nature)	41%	44%	43%	42%	42%	40%	46%
Visit weblogs	27%	28%	25%	32%	30%	34%	37%
Play games (of a gambling nature)	10%	8%	9%	12%	6%	9%	8%

Moreover, while men are more likely to gamble and visit weblogs than women, women are more likely to play games (not of a gambling nature), visit social network sites, watch movies/ series, listen to music and look for product/ service information such as reviews.

Gen Z individuals (16-24) are much more likely than any other demographic group to watch video content. This is reflective of their use of social media platforms like TikTok, Instagram and YouTube in which video content is heavily integrated and short-form and engaging videos are prevalent. Adding to this is this cohort's preference for visual content over traditional text-based content (such as news website).

Table 17: Which of the following activities have you undertaken in the past 12 months when using the internet? (multiple response)

	Males	Females	16-24	25-34	35-44	45-54	55+
Browse search engines such as Google, MSN, etc.	75%	83%	74%	88%	82%	79%	73%
Play games (of a gambling nature)	13%	6%	16%	10%	13%	9%	6%
Play games (not of a gambling nature)	36%	47%	58%	51%	46%	32%	30%
Watch video content	67%	70%	87%	79%	74%	67%	53%
Purchase products or services	75%	78%	82%	87%	83%	74%	66%
Send/ Receive email	90%	93%	89%	93%	86%	90%	94%
Look for product / service information such as reviews	69%	78%	74%	82%	75%	70%	66%
Banking	86%	82%	71%	87%	90%	85%	83%
Pay bills	85%	81%	82%	83%	84%	80%	85%
Check current news, weather and sports updates	80%	79%	66%	76%	79%	81%	86%
Check maps and directions	82%	84%	90%	90%	81%	88%	75%
Listen to music	73%	82%	89%	89%	86%	76%	61%
Watch movies and series	53%	71%	78%	77%	69%	61%	41%
Visit social networks	64%	81%	84%	89%	83%	74%	48%
Visit weblogs	31%	22%	32%	30%	33%	34%	16%

4.8 ONLINE SHOPPING

The disparity between men and women in the adoption of online shopping has significantly diminished yet again after a couple of years, however individuals aged 55 and older still display the lowest likelihood of making online purchases. Additionally, online shopping remains most prevalent among those aged 25 to 34, with 87% of consumers in this age group continuing to shop online.

People in this age range often have busy schedules with work, social activities, and possibly family responsibilities. Online shopping provides a convenient way to make purchases without the need to visit physical stores. Additionally, they are generally more comfortable and adept at using online platforms for various activities, including shopping.

Table 18: Which of the following activities have you undertaken in the past 12 months when using the internet? (percentage of respondents who have access to internet and mentioned purchasing products or services)

	2024	2023	2022	2021	2020	2018
Females	78%	80%	78%	69%	81%	74%
Males	75%	70%	73%	75%	77%	75%
16-24	82%	83%	88%	82%	92%	88%
25-34	87%	91%	87%	79%	88%	81%
35-44	83%	80%	82%	81%	86%	76%
45-54	74%	81%	76%	70%	78%	83%
55+	66%	59%	63%	62%	67%	61%

Table 19: Which of the following products, if any, have you purchased online in the past 12 months? (multiple response)

	% of online shoppers	% of those that access internet	% of total population
Clothing, footwear and accessories	66%	51%	47%
Take out food	62%	8%	44%
Flight tickets for leisure purposes	56%	43%	39%
Hotel stays for leisure purposes	53%	41%	38%
Cinema, concert, sports events, theatre tickets	44%	34%	31%
Make-up, beauty care products, healthcare products, personal care products	31%	24%	22%
Car insurance	30%	23%	21%
Gifts and Cards	29%	22%	20%
Groceries	26%	20%	18%
Voucher deals	17%	13%	12%
Large home appliances	16%	12%	11%

Among people who shop online, the action continues to increase in intensity with significantly more online shoppers purchasing clothing, take-out food, event tickets, car insurance, groceries, and more.

Respondents were also asked if they buy from local retailers or from foreign retailers when shopping online. Nearly two thirds (63%) of online shoppers purchase from local stores, thus further highlighting the importance of having more local business go online. Just over a third of respondents (37%) buy mostly from foreign retailers, 11% buy mostly from local retailers, and 52% said that the buy from a mix of both foreign and local retailers.

Table 20: Which of the following products, if any, have you purchased online in the past 12 months (multiple response)

	2024	2023	2022	2021	2020	2018	2017
Clothing / Footwear / Accessories	66%	59%	62%	57%	63%	63%	61%
Take out food	62%	59%					
A flight ticket for leisure purposes	56%	55%	34%	25%	58%	51%	53%
A hotel stay for leisure purposes	53%	53%	38%	31%	56%	50%	52%
Cinema, concert, sports events, theatre tickets	44%	42%	26%	23%	45%	38%	34%
Make-up, beauty care products, healthcare products, personal care products	31%	24%	31%	32%	30%	27%	27%
Car insurance	30%	25%	31%	22%	19%	16%	13%
Gifts and cards	29%	28%	30%	34%	33%	32%	29%
Groceries	26%	20%	29%	34%	12%	8%	6%
Voucher deals	17%	14%	30%	34%	33%	32%	29%
Large home appliances and furniture such as a television, washing machine, etc.	16%	14%	16%	19%	10%	6%	5%

05

Our Services

Hr Advisory

Organisation Assessment & Restructuring
Remuneration & Compensation Surveys
Employee Salary Policies & Practices
Performance Management Systems
HR Audit & Assessment
HR Business Partner
Employee Handbook - Practices & Policies
Company-Employee Communications
Succession Planning
Workplace Conflict Resolution
Job Evaluation

Recruitment & Selection

Candidate Search & Selection
Executive Recruitment
Interviewing Consultancy
Interviewing & Onboarding Processes
Recruitment Campaign Management
Employer Branding
Assessment Centres
Psychometric & Skill Assessments
Recruitment Process Outsourcing
Employment License Administration
Temping

Learning & Development

Short Professional Development Programmes
CIM, ILM & MISCO Accredited Qualifications
(MQF Level 3 - MQF Level 6)
Customised Training Programmes
Management & Leadership Training
Marketing Training
Executive One-to-One Coaching
Training Needs Analysis & Skills Audit
Development of Training Material
Evaluation of Training Programmes
Workshops

Business Advisory

Organisation Assessment & Restructuring
Family Business Planning & Relationship Management
Marketing Audit
Marketing Strategy
Corporate Governance
Change Management
Quality Management & ISO Consultancy
EU Funding Consultancy
Business Plan Writing & Forecasting
Business & Project Risk Appraisal

Marketing & Opinion Research

Customer Research
Business-to-Business Research
Brand Awareness, Usage & Perception
Customer Experience & Satisfaction (Mystery Shopping)
Products / Services Usage & Attributes
Employee Engagement
Ad / Concept Testing
Customer Profiling
Market Share (Retail Audit)
Social Research
Opinion Polls
Data Analysis

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Social Media Usage Report

2024