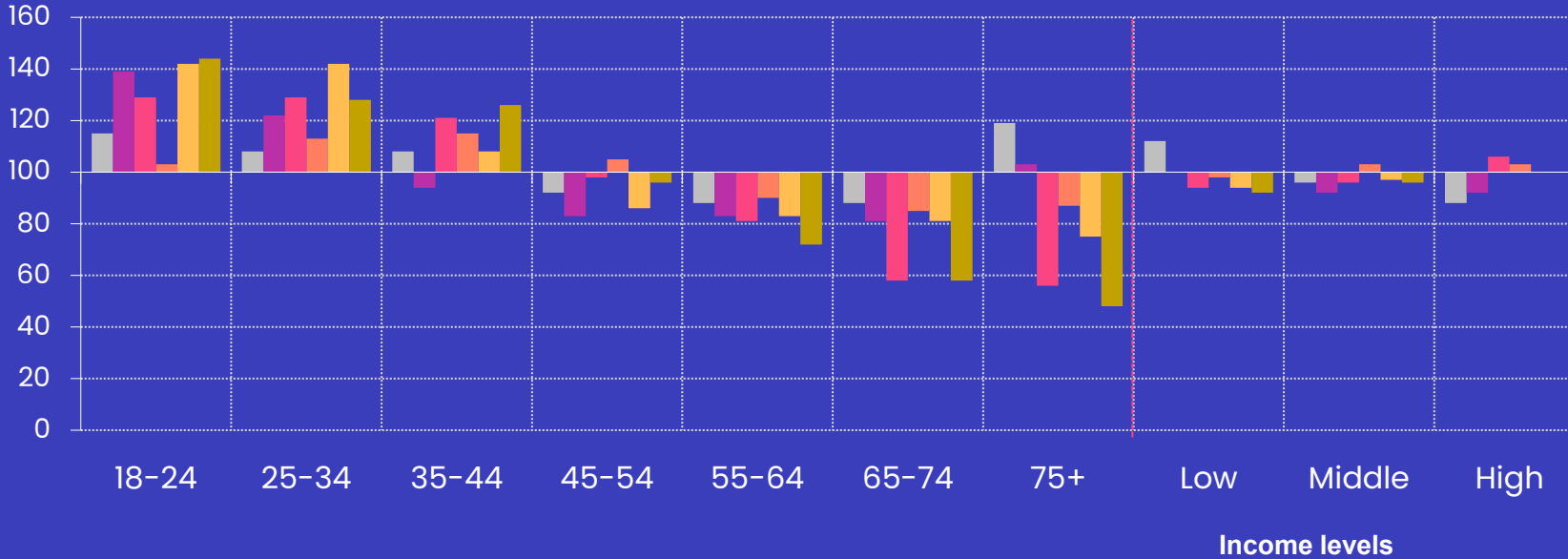


The "dependency paradox" of social media in Flanders

Index
(100 = average % agree)

Attitudes by demographic 2025

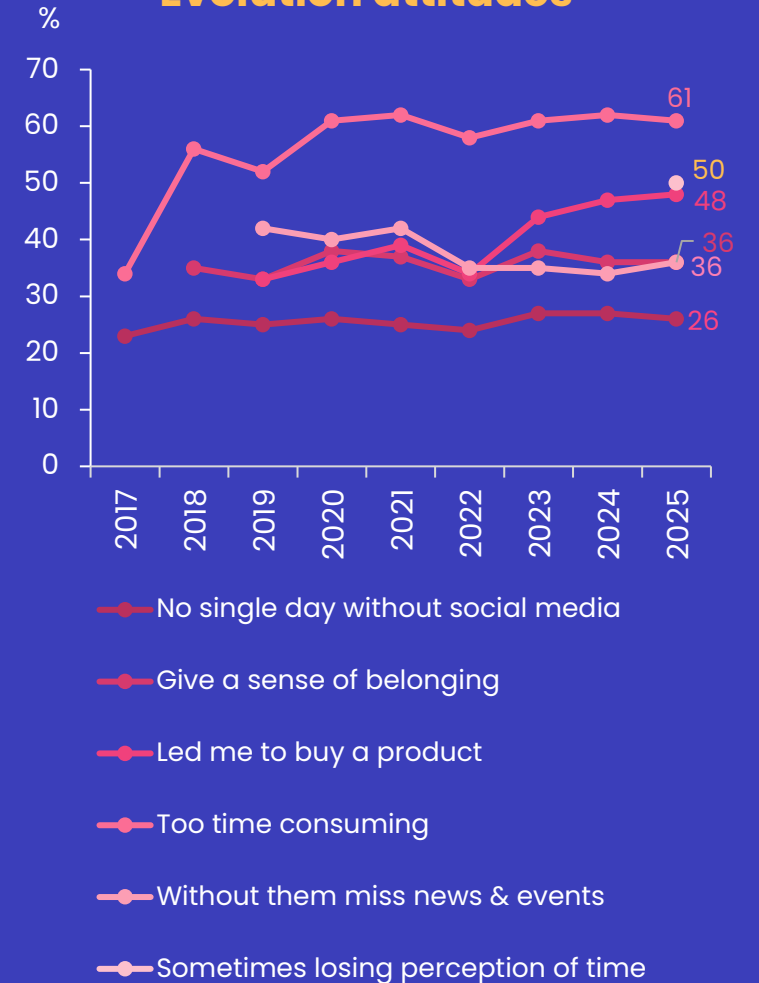


- No single day without social media
- Give a sense of belonging
- Led me to buy a product
- Too time consuming
- Without them miss news & events
- Sometimes losing perception of time

Wording:

- I cannot live a single day without social media **
- Social media have ever led me to buy a product (eg via an influencer, an ad, a message from a company...)**
- Without social media I feel that I miss many news or events*
- Social media provide me with a sense of belonging **
- Social media are too time consuming*
- I sometimes lose the perception of time on social media, while I would prefer to spend that time another way **

Evolution attitudes



Source: Digimeter. * = base =social media users (86% of total population)

