

Social media & messaging apps last week

Net of messaging apps

Year	All	Language		Gender		Age					
		Flemish	French-sp	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
2018	59.2%	59.7%	58.7%	54.5%	63.8%	83.3%	75.0%	62.5%	54.5%	49.6%	45.7%
2019	66.6%	65.6%	68.0%	61.3%	71.7%	88.6%	77.9%	75.8%	63.3%	60.0%	47.3%
2020	67.1%	69.6%	63.9%	62.9%	71.1%	86.2%	78.5%	70.9%	63.6%	60.8%	53.4%
2021	73.1%	75.6%	69.9%	67.7%	78.2%	86.4%	80.8%	74.3%	74.6%	68.8%	61.4%
2022	74.1%	77.0%	70.8%	69.7%	78.3%	82.9%	80.7%	77.5%	74.4%	71.2%	64.1%
2023	77.5%	79.1%	75.2%	72.2%	82.5%	84.2%	83.9%	80.4%	77.6%	75.6%	68.0%
2024	72.0%	73.6%	70.2%	66.1%	77.7%	67.8%	75.6%	73.3%	72.7%	74.4%	67.3%
2025	73.0%	76.3%	69.0%	69.0%	76.8%	79.7%	76.7%	74.1%	72.6%	71.5%	68.1%

Any social medium/messaging

Year	All	Language		Gender		Age					
		Flemish	French-sp	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
2018	88.3%	87.6%	89.1%	89.3%	87.3%	96.5%	94.6%	91.3%	89.8%	81.7%	81.6%
2019	91.0%	89.6%	93.0%	89.6%	92.4%	100.0%	98.0%	95.1%	92.9%	86.8%	79.4%
2020	89.3%	89.3%	89.4%	88.6%	90.0%	98.0%	95.2%	95.6%	89.8%	84.3%	79.1%
2021	91.8%	90.9%	92.9%	91.2%	92.4%	97.2%	96.8%	93.8%	94.1%	89.1%	83.5%
2022	92.2%	92.0%	92.4%	90.7%	93.6%	95.7%	95.7%	93.1%	95.3%	90.2%	86.3%
2023	93.6%	93.5%	93.8%	92.1%	95.1%	98.6%	96.4%	93.7%	95.2%	92.5%	88.5%
2024	89.9%	89.3%	90.6%	87.7%	92.1%	90.5%	91.1%	90.7%	92.9%	90.7%	84.7%
2025	90.3%	89.6%	91.2%	88.8%	91.7%	93.8%	90.0%	91.8%	90.8%	90.9%	86.7%

