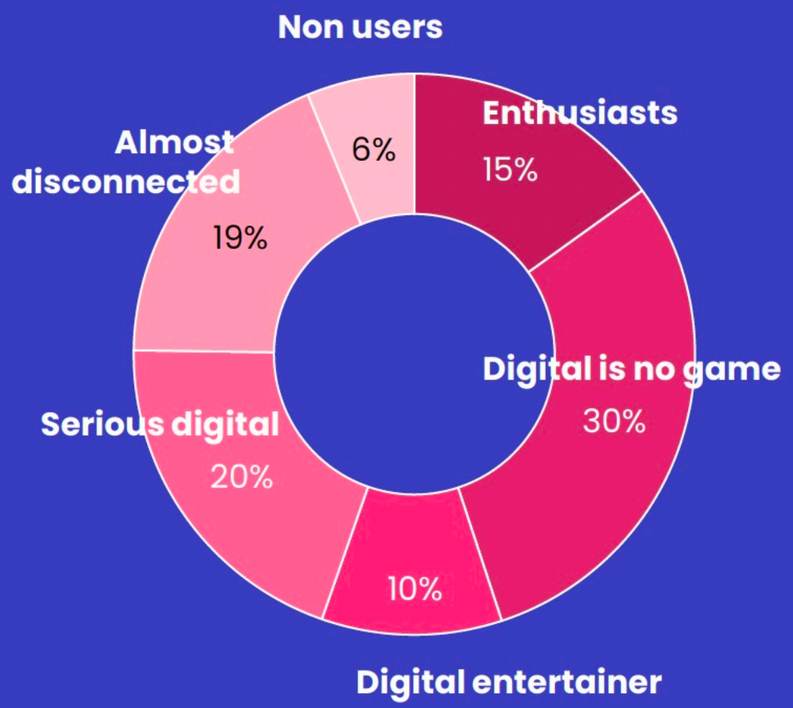
The digital realities in Belgium

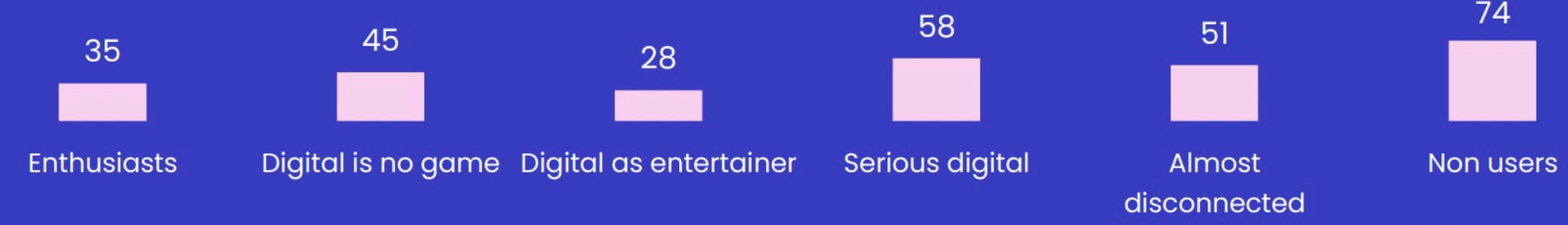
Clusters of digital behaviour…



… and their declared practices

Activity	Enthusiasts	Digital is no game	Digital as entertainer	Serious digital	Almost disconnected
			%		
Website	94.2	89.3	70.5	75.9	49.3
Mail/Chat	97.9	98.5	81.5	92.8	65.9
Phone calls	89.6	83.4	78.2	58.3	42.0
Social media	98.4	90.9	83.2	69.2	48.8
News	87.6	86.5	35.3	72.6	25.7
Search	99.1	98.9	79.3	88.0	38.5
TV/Video	94.6	74.7	82.2	6.0	10.6
Radio/music	88.9	71.9	70.9	8.9	8.1
Gaming	96.4	15.7	59.7	3.3	13.0
Download apps	82.0	55.9	45.1	23.4	6.8
Shopping	94.6	92.1	35.7	72.8	17.3
Banking	92.4	96.5	22.5	96.6	30.5
Classified	60.4	50.9	20.6	28.1	8.0
AI	82.3	59.5	54.2	18.9	4.9
Online meeting	47.9	44.5	18.2	17.7	3.9
Other	21.8	11.7	10.6	5.0	4.5

Average age of clusters:



Source: CIM Establishment Survey 2026. Base = digital activities