Nemzeti Média- és Hírközlési Hatóság

INTERNET USAGE BY INDIVIDUALS 2023

Research summary for the National Media and Infocommunications Authority

(Hungarian abbreviation: NMHH)

VISIONARY RESEARCH

SUMMARY I.

INFORMATION AND COMMUNICATION DEVICES

- The prevalence of information and communication technologies has not changed significantly compared to 2022. 88% of internet users access the internet via smartphones, 54% via portable computers, and 44% via desktop PCs. Smart TVs are used by 30% for internet access, while tablets are used by 20%. More people access the internet via smart TVs, but handheld devices (smartphones/tablets) still lead in this regard.

INTERNET USAGE HABITS

- In 2023, on average, we spent 4.3 hours per day on the internet, which has been steadily increasing since 2020. Among the examined online activities, the use of social media (69%) remained the most prevalent in 2023, followed closely by online TV/movies (52%), messaging (51%), and online music or radio listening (47%). These activities were done by the highest ratio for at least half an hour on an average day.
- Among the four activities examined separately (traditional TV watching, streaming movies or series, watching videos on sharing platforms, online gaming), internet users focus most on streaming movies or series; during this activity, there is the least likelihood of engaging in any other activity. Computer gaming receives the least focus. For all four activities, visiting social media and chatting are the most common, often performed simultaneously.

USE OF SOCIAL MEDIA PLATFORMS

- Almost every internet user aged 16 and over (98%) uses some kind of social media platform on a weekly basis at least.
- The most popular social media platforms are still Facebook (92%) and YouTube (91%). Compared to 2022, the proportion of LinkedIn and Reddit users has increased.
- Facebook is not only the most widely used, but also the most intensively used social media platform: 90% of the members use it daily, with 61% checking it multiple times a day.

SUMMARY II.

ONLINE AND TRADITIONAL COMMUNICATION PLATFORMS

- Among chat applications, Messenger remains the top choice (86%), significantly outpacing its competitors. The majority use Messenger for both messaging and voice/video calls, whether for personal or work-related conversations.
- With a considerable gap, Viber stands in second place with a usage rate of 38%. Other chat programs are used by a significantly lesser extent.
- 21% of internet users actively use some chat program (sending more than 10 messages daily), while traditional SMS usage is either rare or non-existent (1-2 SMS per day). These users have shifted from traditional text messaging to chat platforms.
- Internet voice and video calls are less likely to replace regular voice calls; the ratio of those initiating 5 or less internet calls a day while they do not start normal calls at all or initiate only a few of them is 8%.

ONLINE AND TRADITIONAL MEDIA CONSUMPTION

- Internet users primarily watch movies, series, or listen to music at home. While on the go, 51% listen to music, and 24% watch some form of video content.
- Music listening mostly occurs through traditional radio broadcasts (50%), followed by video-sharing platforms (38%), online radio stations (32%), and then free music streaming services (30%).
- When it comes to watching movies, most internet users still do so through traditional TV viewing (61%), and in terms of duration, this platform leads the way; TV viewers spend an average of 104 minutes in front of the screen on an average day.

SUMMARY III.

ONLINE SHOPPING HABITS

- 47% of respondents paid for an online service in the past year. Most commonly, they paid for some form of gambling, streaming service, or made a donation. However, in terms of total expenditure, they spent the most on online courses and training.
- In the past 12 months, over three-quarters of respondents (81%) purchased a product online, exceeding the levels of 2021 (79%) and 2022 (75%). The most common purchases were clothing and shoes. In second place was a newly examined category: delivered ready-made meals, followed by medications, health products, and then groceries.

HOME INTERNET, MOBILE INTERNET

- The considered minimum acceptable speed has evolved similarly to the current home internet speed. Meaning that most of the respondents have an internet connection with the expected, or even higher speed.
- Half of the respondents have felt in the past 3 months that internet slowness has hindered them in some online activity.
- The data plans of mobile phone subscribers are in line with minimal expectations; 57% of respondents to both questions have just enough data available as they consider minimally adequate, and an additional 29% have even more.
- 40% of mobile internet users have experienced (8% of them frequently) that mobile internet slowness has hindered them in some online activity.

SUMMARY IV.

MOBILE PHONE USAGE

- What would encourage mobile phone users to switch plans? The three most important factors are a larger data traffic, device discounts, and the absence of a contract commitment.
- 16% of those who (at least partially) decide on their mobile phone subscriptions plan to switch plans in the near future. They primarily seek a cheaper plan (9%) or a larger data allowance (7%).
- Typically, those who have encountered some problems in the past 3 months – typically related to running out of data or needing to find Wi-Fi to prevent depletion – are the ones interested in switching subscriptions.

MAINTAINING CONTACT WITH FAMILY MEMBERS, ACQUAINTANCES

- 45% of internet users regularly communicate with 11-20 people, whether in person, by phone, SMS, or through some online platform. 27% communicate with 6-10 people, while an additional 18% communicate with 5 people or fewer. However, 10% communicate with more than 20 people.
- Overall, it can be said that the more people someone stays connected with regularly, the more chat or SMS messages they send, and the more internet or regular calls they initiate. This number peaks among those who communicate with minimum 20 people at least on a weekly basis.
- Those who regularly keep in touch with at least 20 people are more likely to have a subscription plan that allows them to call all domestic and EU numbers unlimitedly and without additional charges (35% has such subscription, while the same ratio on the total sample is only 14%), or they are members of a fleet where fleet members can call each other unlimitedly (22% versus the 14% of the total sample).
  Besides, with the number of acquaintances rises the chance that one subscribes for a mobile plan that offers unlimited number of SMSs.