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Press Release

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Social Media use in Curaçao in 2022

The 5 most used Social Media Platforms in Curacao in 2022 are, WhatsApp (80.5%), YouTube (71.6%), Facebook (62.1%), Messenger (49.2%) and Instagram (37.8%). The use of all Social Media Platforms has increased in general for the population of 5 years and older.

Social Media usage by gender

There is not a big difference in the usage of the Social Media Platforms in general between the sexes. Only for the platform **Pinterest** is there a big difference between the use for the female and male population. More women (26.7%) use **Pinterest** than men (11.6%).

Here follows a description of the usage of the 5 most used Social Media Platforms in Curaçao.

WhatsApp is the number one used Social Media Platform in Curacao. Its usage has grown from 67.0% in 2017 to 80.5% in 2022. This platform is used almost equally among all age groups.

YouTube is the second most used platform. This is the social media platform that has grown significantly compared with the other platforms. Its usage has grown by 20.4% between 2017 and 2022. A full 71.6% of people say they use this platform, up from 51.5% in 2017. The age groups from 06-14 years till 35-44 use it slightly more than the older age-groups.

Facebooks growth has leveled off over the last six years, but it remains one of the most widely used social media sites among adults in Curaçao: 62.1% in 2023 in comparison with the 55.5% in 2017. Remarkable is the growth of the usage of the age-group 55-64, from 25.6% in 2017 to 68.5% in 2022.

Messenger has grown by 1.8% between the two measure moments. From 44.3% in 2017 to 49.2% in 2022. The age-groups 15-24, 25-34 and 35-44 are the age-groups that use this platform the most.

There is a slight increase in the usage of the platform **Instagram** from 21.5% in 2017 to 37.8% in 2022. The age-group that uses Instagram is between 15-24 (82.0%) and 25-34 years (72.3%).

Unpopular Social Media Platforms in Curaçao for the year 2022

The two most unpopular Social Media Platforms in Curacao are **Twitter and LinkedIn**. They were in 2017 also the two least used platforms. But there is an increase in the use of both platforms, Twitter from 8.5% in 2017 to 11.2% in 2022 and LinkedIn from 6.0% (2017) to 10.8% in 2022. The age-groups that use both platforms the most are the age-groups between 15-24 and 25-34 years.

More information

For a overview of the use of all social media platforms by gender and age, please refer to these tables <https://www.cbs.cw/usage-of-social-media-platforms-in-curacao>