

## Social media use by purpose

[isoc\_cismp]

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Source of data: Eurostat

**INDIC\_IS:** Develop the enterprise's image or market products **UNIT:** Percentage of enterprises

**SIZEN\_R2:** All enterprises, without financial sector (10 persons employed or more)

	TIME	2013	2015	2017
GEO				
Iceland		47	:	66
Malta		32	61	65
Cyprus		34	55	63
Ireland		36	51	58
Denmark		30	46	57
Netherlands		38	53	57
Finland		31	42	56
United Kingdom		33	44	52
Sweden		36	41	50
Belgium		23	38	49
Norway		30	51	49
Spain		23	29	46
Austria		32	38	46
Montenegro		:	:	44
Greece		25	26	43
Lithuania		22	33	41
Portugal		26	34	41
European Union (current composition)		22	31	40
Luxembourg		19	30	40
Estonia		17	25	37
Italy		19	30	37
Germany (until 1990 former territory of the FRG)		:(u)	26	36
France		16	24	35
Croatia		24	29	34
Slovenia		30	31	33
Czechia		14	22	31
Latvia		12	23	28
Romania		13	18	28
Slovakia		17	25	27
Serbia		:	:	27
Hungary		13	20	26
Bulgaria		16	21	25
Poland		15	21	25
Former Yugoslav Republic of Macedonia, the		25	38	:
Turkey		:	:(u)	:

Available flags:

**b** break in time series

**e** estimated

**n** not significant

**s** Eurostat estimate (phased out)

**c** confidential

**f** forecast

**p** provisional

**u** low reliability

**d** definition differs, see metadata

**i** see metadata (phased out)

**r** revised

**z** not applicable

Special value:

: not available