

# Students vs Young Professionals

## Comparing **Students** with **Young Professionals** in full-time work

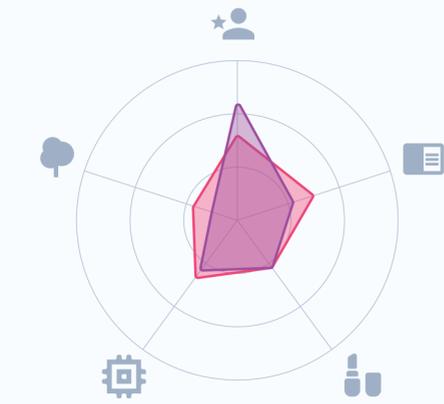
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### ATTITUDINAL SEGMENTATION

Students are tech-savvy & economical; Young Professionals don't surprise with their more aspirational nature



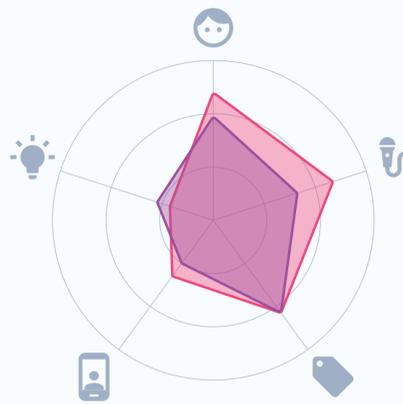
	Status Seeker	31%	45%
	Informed	30%	21%
	Image Conscious	21%	21%
	Technophile	27%	24%
	Economical	19%	10%

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- Find out how the segments are defined

### ACCOUNT TYPES FOLLOWED ON SOCIAL MEDIA

Students enjoy influencer marketing, but direct brand communication is the best strategy with Young Professionals

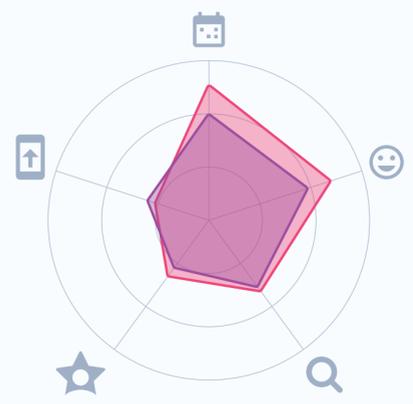


	Actors	48%	39%
	Singers	47%	33%
	Favorite brands	43%	43%
	Vloggers	26%	20%
	Entrepreneurs	17%	22%

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### REASONS FOR USING SOCIAL MEDIA

Students are more likely to use social media for entertainment and to kill time than Young Professionals



	To fill up spare time	51%	40%
	Entertaining content	48%	39%
	To research products to buy	33%	31%
	To follow celebrities	26%	22%
	To share details of daily life	21%	24%

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### DAILY AVERAGE TIME SPENT ONLINE ON MOBILE (HH:MM)

Students are mobile-first



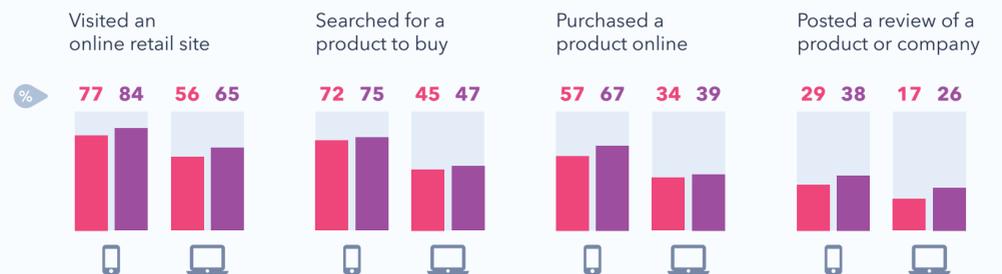
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### MONTHLY E-COMMERCE BEHAVIORS

But Young Professionals are mobile-driven for online commerce

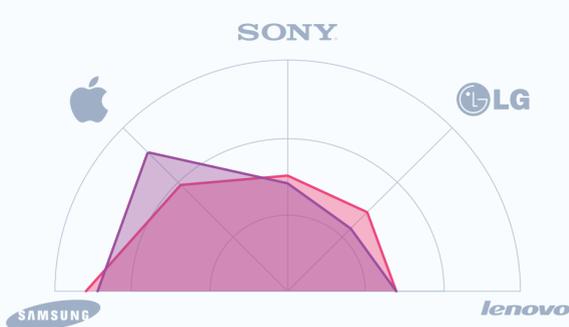
- Mobile
- PC/Laptop

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### TECH BRAND OWNERSHIP (Includes all devices)

Apple products more popular among Young Professionals. Competitor brands have greater share among Students.

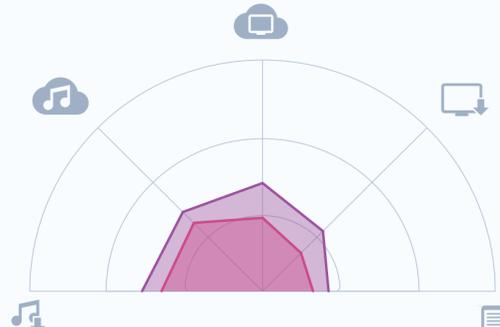


	Samsung	52%	49%
	Apple	39%	51%
	Sony	30%	28%
	LG	29%	23%
	Lenovo	28%	28%

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### ENTERTAINMENT CONTENT PAID FOR LAST MONTH

Young Professionals more likely to pay for entertainment – Students' tight budgets may provoke drop in paid-content uptake

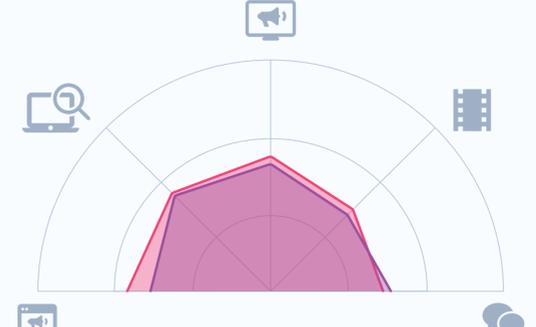


	Music download	26%	31%
	Music streaming service	25%	29%
	TV/movie streaming service	19%	28%
	Movie or TV download	14%	22%
	e-Book	13%	17%

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### HOW THEY DISCOVER BRANDS

Little difference in effectiveness of marketing channels – younger audiences more receptive to marketing in general



	Online ads	37%	31%
	Search engines	36%	35%
	TV ads	35%	33%
	TV shows/films	30%	28%
	Word-of-mouth	29%	31%

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