

## First survey on social media use by digital natives in Luxembourg – the results

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**A survey by the École de Commerce et de Gestion Luxembourg – School of Business and Management (ECG) and CURE Intelligence provides exciting results on the social media use of young "digital natives" in Luxembourg.**



In a first-time survey in the Grand Duchy of Luxembourg, more than 1,000 young people aged 15 to 25 were asked about their use of social media. The quadrilingual survey was answered 530 times in French, 254 times in Luxembourgish, 146 times in German and 70 times in English. The interest in the survey was also significantly higher, but the respondent group was limited to certain parameters, such as age, place of residence, etc. The respondents were also asked to give their opinions.

The online survey, jointly developed by teachers and students of the ECG and CURE Intelligence, reveals interesting insights into usage habits, intentions and both positive and negative effects of the high consumption of social media in the age group.

For example, 22.7% say they spend more than four hours a day on social networks. Half of the respondents use social media for more than three hours a day. Despite, or perhaps because of, the relatively high usage time, many of the respondents track the time they spend on social media daily. 40% use apps or timers to monitor how long they are online each day. In general, many of the respondents take a critical look at their media consumption. For example, 49.7% believe that they spend too much time on social media or are even addicted to it.

The respondents most frequently spend time on the platforms Instagram, Snapchat, TikTok and YouTube. In addition to mainly consuming social media in their free time, around half of the respondents also use social media at work, school or university. Almost 40% of the respondents even state that they could not imagine any reason not to use social media.

In terms of usage intentions, the entertainment factor clearly predominates. While 75% of respondents use social media mainly to pass the time, many also want to stay in touch with friends and family. 5% even generate income via their social networks.

When it comes to bullying on social media, only 20% of respondents would actively intervene and defend a person being harassed online. Just under half would choose to block or report the person being bullied.

The open question about the influence of social media on the respondents also yielded very interesting results. This shows a critical examination of their own consumption, their usage time, as well as the positive and negative consequences of social media. Many respondents state that social media are an integral and indispensable part of their everyday lives and list both positive and negative influences.

You can find more in-depth insights on the survey in the report, which can be downloaded free of charge: [https://bit.ly/SoMeLux\\_Report\\_EN](https://bit.ly/SoMeLux_Report_EN)

## About CURE Intelligence



CURE Intelligence is a media monitoring and analysis, data intelligence and social media communication and marketing company founded in 2009. CURE Intelligence helps its clients to make better decisions and improve internal and external communication by effectively combining analytics and marketing. CURE Intelligence is a public limited company with headquarters in Grevenmacher, Luxembourg, and a subsidiary in Cologne, Germany. CURE Intelligence works with internationally renowned clients from Germany, Luxembourg, Brazil, Canada and the USA.

For more information, please visit:  
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## About Ecole de Commerce et de Gestion Luxembourg



The Ecole de Commerce et de Gestion – School of Business and Management (ECG) is a school that is unique in Luxembourg for its scholastic offer and its high level of competence in the economic and social fields. It is constantly evolving and has over 50 years of experience, including more than 30 years in higher education.

The ECG is open to business and is a place where knowledge and skills are imparted, but also a place where students learn to take responsibility and develop their personality.

The ECG strives for excellence in the administrative and commercial fields, in cooperation with the business community and entrepreneurship. It has adapted to the demands of the times by diversifying pedagogical approaches and methods (e. g. classes with refresher courses), forms of support (tutoring, orientation) and supervision (tutoring, internships). The school has the ambition to lead its students to the realisation of their educational plans by supporting and encouraging effort, progress, and achievement. It is resolutely forward-looking, preserving the virtues of the past and seeking partner schools and companies that enable windows to be opened onto Europe and the world.

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