2016 WeChat Data Report
Connecting every group
Daily Logged In Users

768,000,000 35%↑

Daily Logged In Users (Sept. 16) Year-over-Year Growth

WeChat Usage Time

90 mins.

50% of users use WeChat for at least 90 minutes a day

Typical Users

65% 80%

% of All Monthly Active Users % of Messages Sent

*Typical Users: For the two indices above, typical users primarily comprise of users born in the 80s or 90s

Other Users

14% 1%

% of Monthly Active Users Who Are Youth % of Monthly Active Users Who Are Seniors

*Youth: Users Age 17-21

*Seniors: Users Age 55 or Older
Total Messages Sent Per Day

67%  
Year-over-Year Growth

Average Messages Sent Per User Each Day

81  
Youth Users

74  
Typical Users

44  
Senior Users

Voice Messages As a Proportion of All Messages

13%  
Youth Users

16%  
Typical Users

22%  
Senior Users
Calls Connected

100,000,000  180% \(\uparrow\)

Daily Average  Year-over-Year Growth

70%  

% of Overall Calls from Typical Users

Average Connected Calls Per User Each Month

8  8  9

Youth Users  Typical Users  Senior Users

Average Calling Minutes Per User Each Month

65 mins.  65 mins.  82 mins.

Youth Users  Typical Users  Senior Users
Proportion of Moments Posts Comprised of Original Content

73% Youth Users
65% Typical Users
32% Senior Users

* Original content are photo, text, or video Moments posts

Most Listened to Songs on Moments by User Age

真心话太冒险
Born in the ‘00s

演员
Born in the ‘90s

走着走着就散了
Born in the ‘80s

没有你陪伴真的好孤单
Born in the ‘70s

歌在飞
Born in the ‘60s
Top Holiday Destinations Abroad by Chinese Travelers

- USA
- Taiwan (China)
- Japan
- S. Korea
- Thailand

Users Demographics at Top Holiday Destinations

- USA: 90% Travelers from China's 1st Tier Cities
- Asia: 41% Travelers from China's 3rd Tier Cities

WeRun Average Daily Step Count

- Youth Users: 6,300
- Typical Users: 5,900
- Senior Users: 6,700
Red Packets Sent Daily

Lunar New Year's Eve: 2,350,000,000

Monthly Average Red Packets Sent Per Person

- Youth Users: 20
- Typical Users: 28
- Senior Users: 25

Monthly Average Spent on Red Packets Per Person

- Youth Users: ¥370
- Typical Users: ¥580
- Senior Users: ¥380
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