

# DDMA Barometer 2025

**The battle for consumer attention**

Slide deck with key results

December 2025





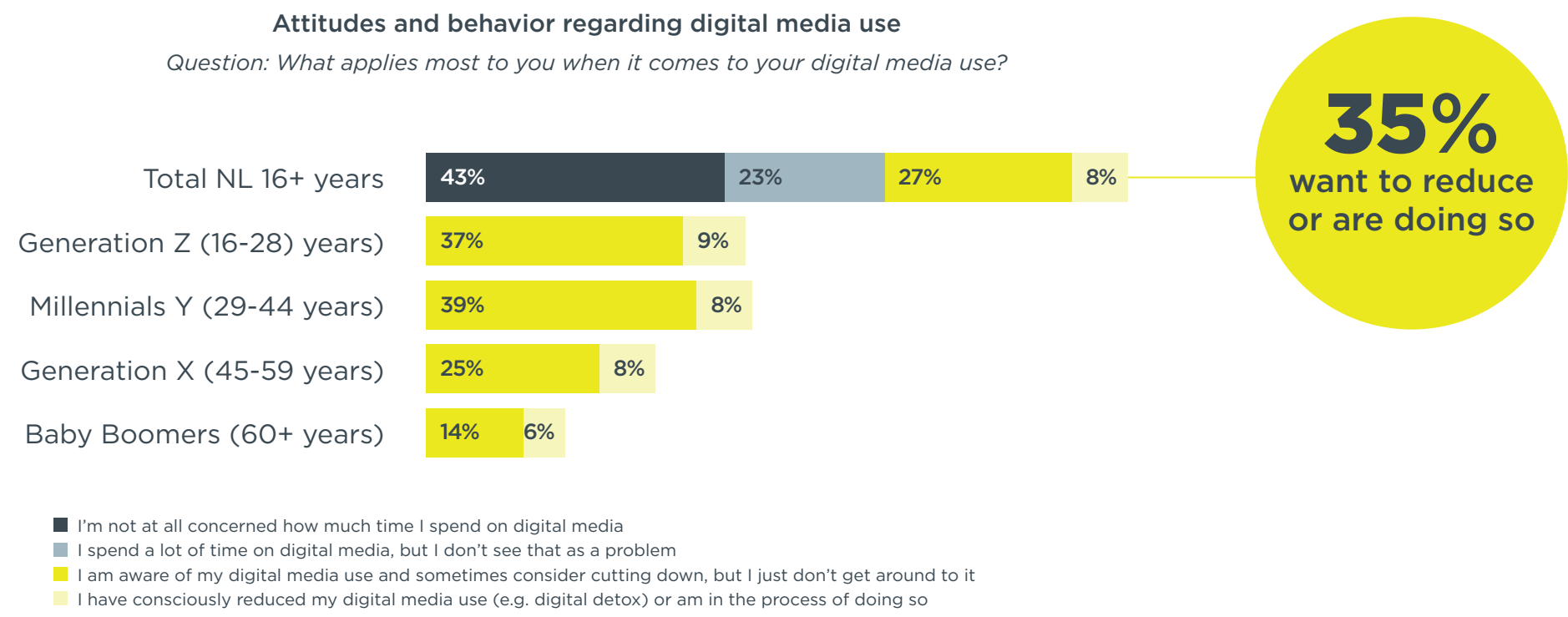
# DDMA Barometer 2025 in brief



- ▶ 35% of people in the Netherlands want to reduce their digital media use
- ▶ Two types of digital detoxers: the young mindful surfer and the senior digital balance seeker
- ▶ Digital detoxing is a fact
- ▶ Why do people in the Netherlands want to cut back
- ▶ People in the Netherlands are aware of online attention techniques
- ▶ What consumers expect from organisations
- ▶ How marketing professionals can get the attention of consumers

# 35% of people in the Netherlands want to reduce their digital media use

More than one in three Dutch people (35%) want to reduce their digital media use or are already doing so. Among young people (Gen Z and Millennials Y), this figure rises to 47%. The DDMA Barometer 2025 shows that digital detoxing and consciously managing screen time are becoming increasingly important. Consumers are also more aware of attention-grabbing techniques used by organisations.



# Based on age and critical attitude, we distinguish two types of digital detoxers



## Young mindful surfer

- ▶ Mix of Generation Z (16-28 years old) & Millennials Y (29-44 years old)
- ▶ Aware of their digital media use and considering reducing it or already doing so, the “digital detoxers”
- ▶ Spending an average of 3.6 hours per day on digital media (personal use)
- ▶ More likely to be highly educated



## Senior digital balance seeker

- ▶ Mix of Generation X (ages 45-59) & Baby Boomers (ages 60+)
- ▶ Aware of their digital media use and considering reducing it or already doing so, the “digital detoxers”
- ▶ Spending an average of 3.2 hours per day on digital media (personal use)
- ▶ More likely to be highly educated

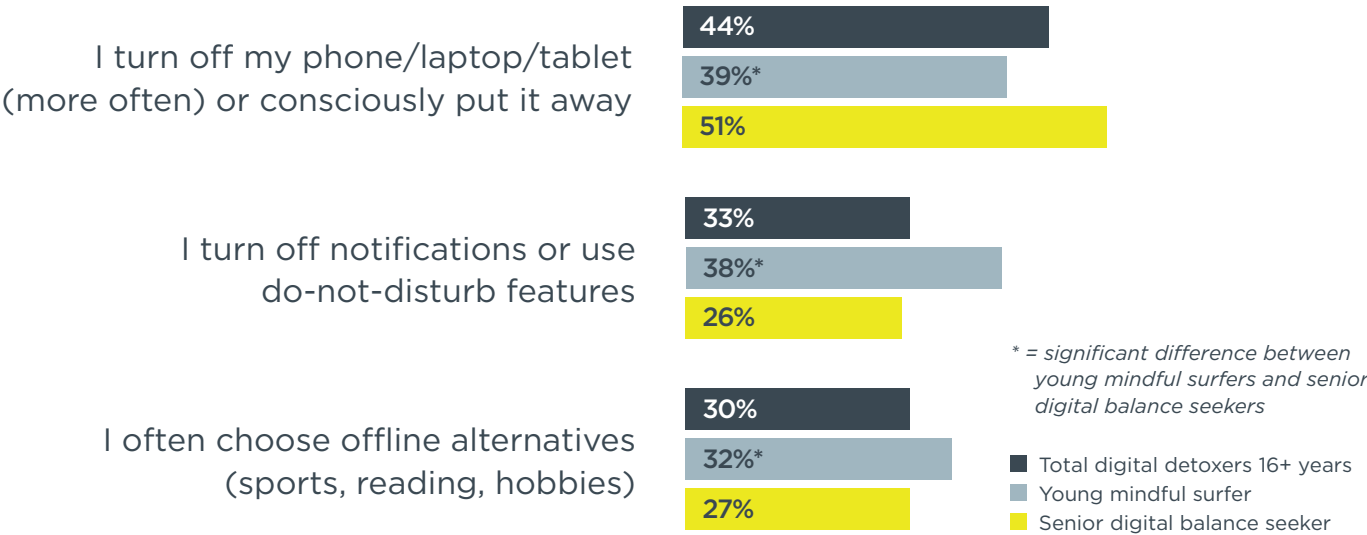
# Digital detoxing is a fact

Digital detoxers are more likely to turn off or put away their digital devices (44%) or turn off notifications (33%). Social media, in particular, is mentioned as a channel they want to spend less time on. Two out of three Dutch people (67%) who (want to) spend less time online believe this behavioral change will be permanent.

### Ways used to be less online

Question: Why would you want to be less online?

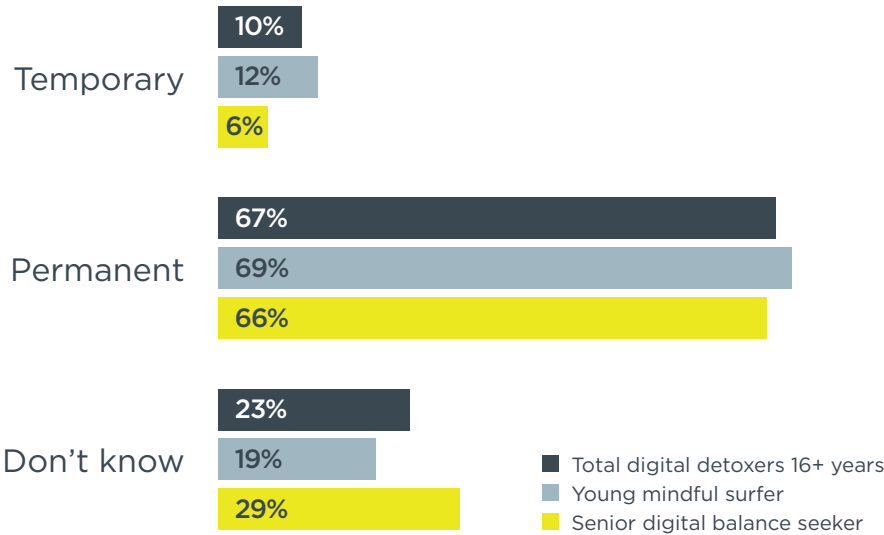
Group that is less online or wants to be less



### Expectations for limiting digital media use in the long term

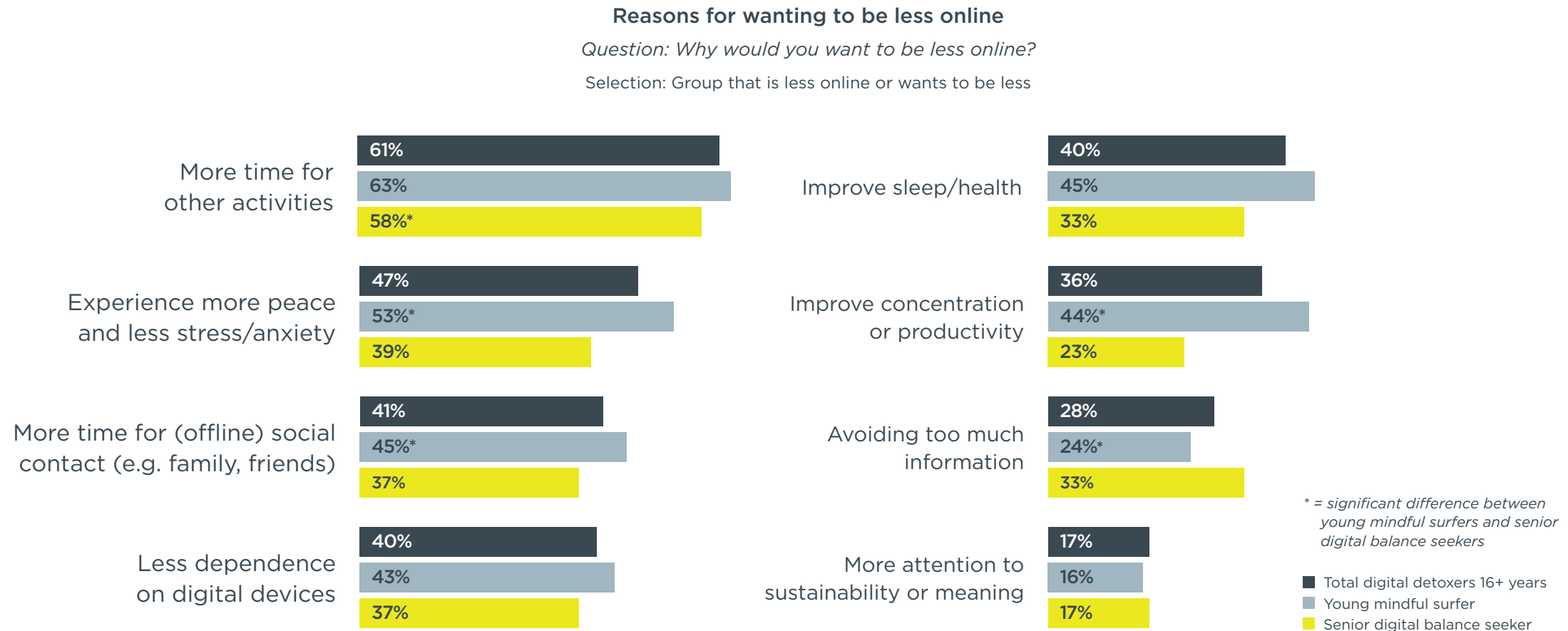
Question: To what extent do you expect to be able to continue to limit your digital use in the long term?

Group that is less online or wants to be less



# Why do people in the Netherlands want to cut

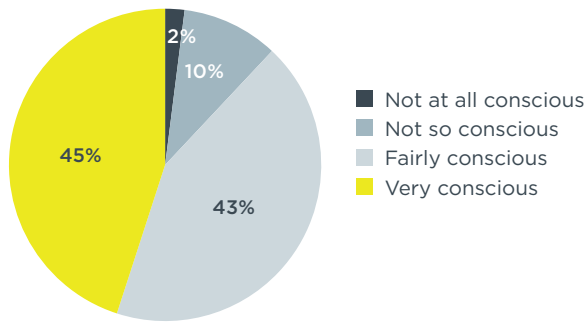
More time for other activities (61%) or (offline) social contact (41%), and more rest (47%) are the main reasons digital detoxers want to spend less time online. Young mindful surfers more often cite “health” and “productivity” as motivations than older digital balance seekers.



# People in the Netherlands are aware of online attention techniques

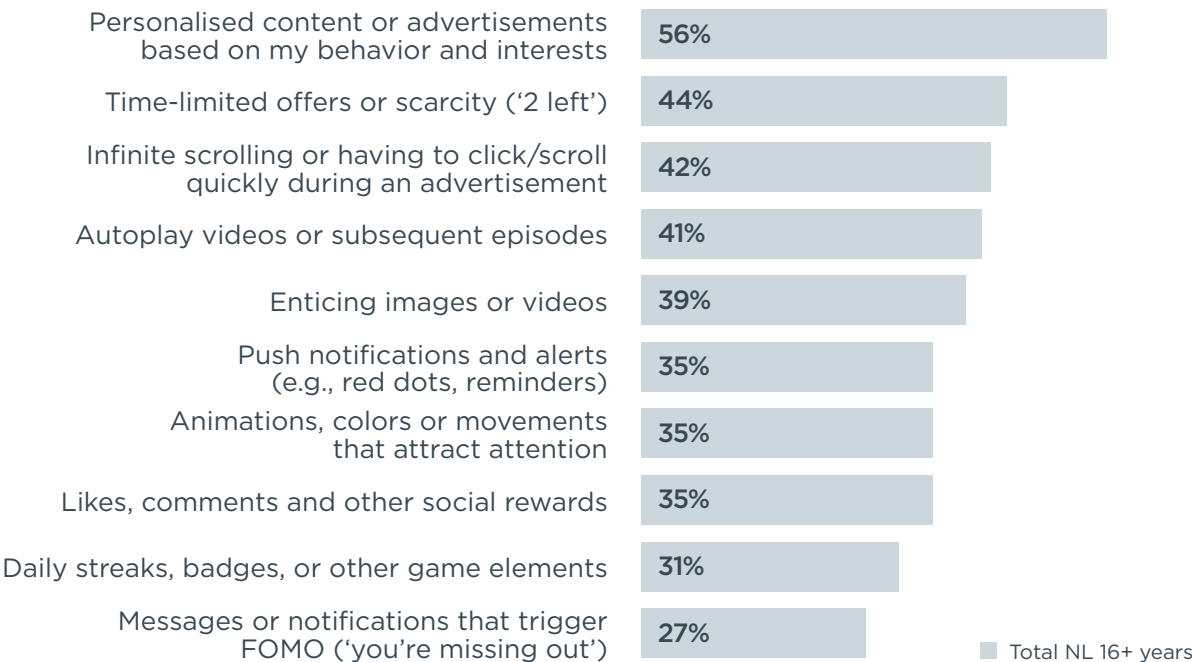
The battle between organisations for their attention is not lost on consumers: 88% of Dutch people say they are (fairly to very) aware of the techniques digital media or platforms use to keep them online. Personalised content and advertisements (56%) are most often recognised.

**Level of awareness about attention manipulation on digital media**  
*Question: Digital media or platforms sometimes try to hold your attention for as long as possible. Are you aware of that? I'm aware of that...*  
Total NL 16+ years



**Extent to which one encounters communication on digital media**  
*What do you sometimes notice when using digital media or platforms?*

Selectie: regularly/often





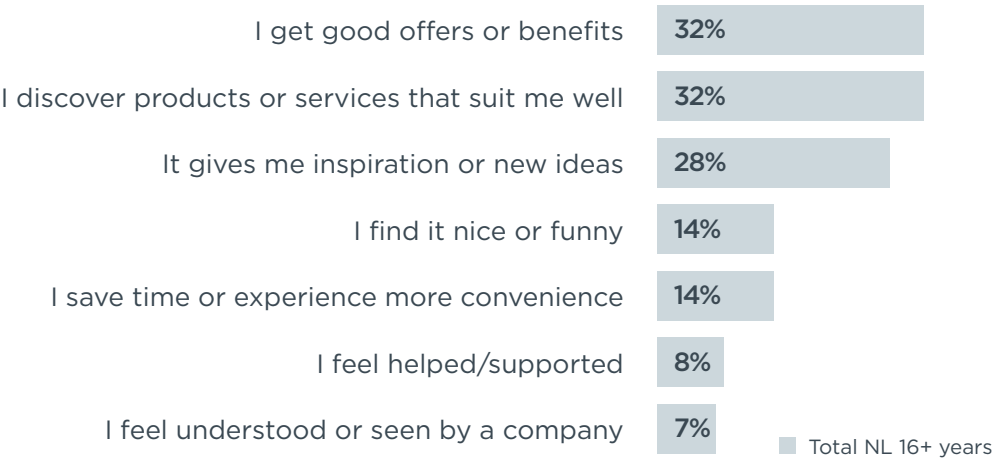
# What consumers expect from organisations

**71%**  
appreciate  
organisations that  
respect my time and  
attention

71% of Dutch people value organisations that manage their time and attention carefully. Messages are especially appreciated if they offer good deals, inspiration, or relevant information. Overly pushy messages or excessive contact frequency are perceived as disruptive.

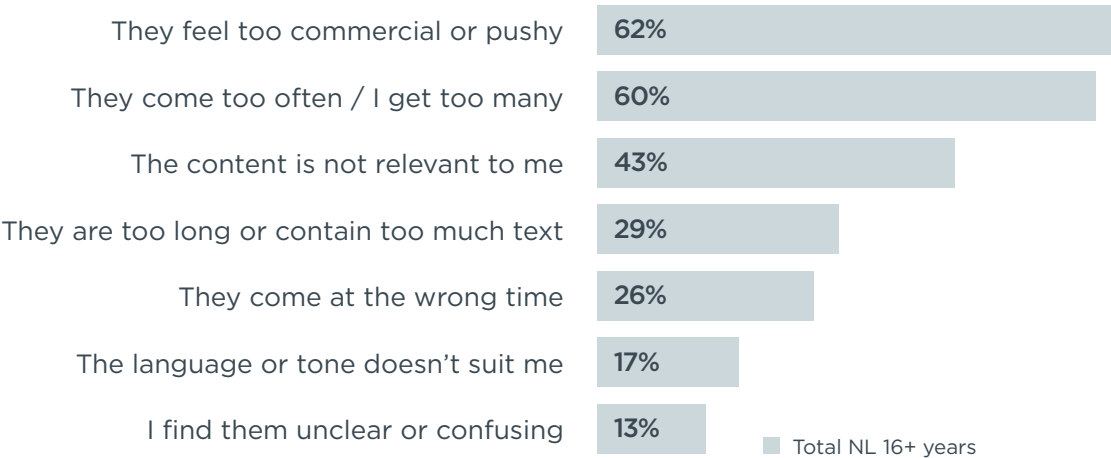
## Good at messages from organisations

Question: What do you like about messaging organisations? And what don't?



## Not good at messages from organisations

Question: What do you like about messaging organisations? And what don't?





# How marketing professionals can get the attention of consumers

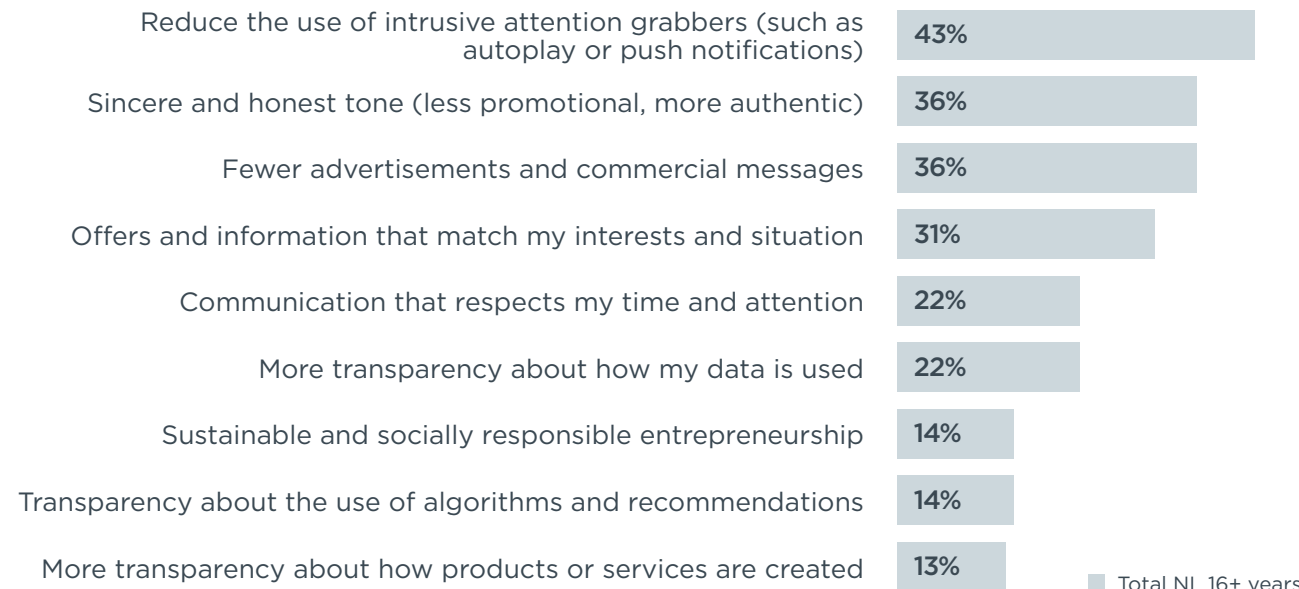
1

Consumers demand less pushy attention-seeking and more honest, relevant communication. Humor and creativity are appreciated, as long as the benefit to the consumer is clear.

Young mindful surfers are open to a slightly higher frequency of contact with organisations, as long as the tone is honest and the message is directly relevant. Senior digital balance seekers prefer a lower frequency and less communication pressure.

## Most important in organisational communication

Question: What do you consider most important in the way organisations communicate with you?



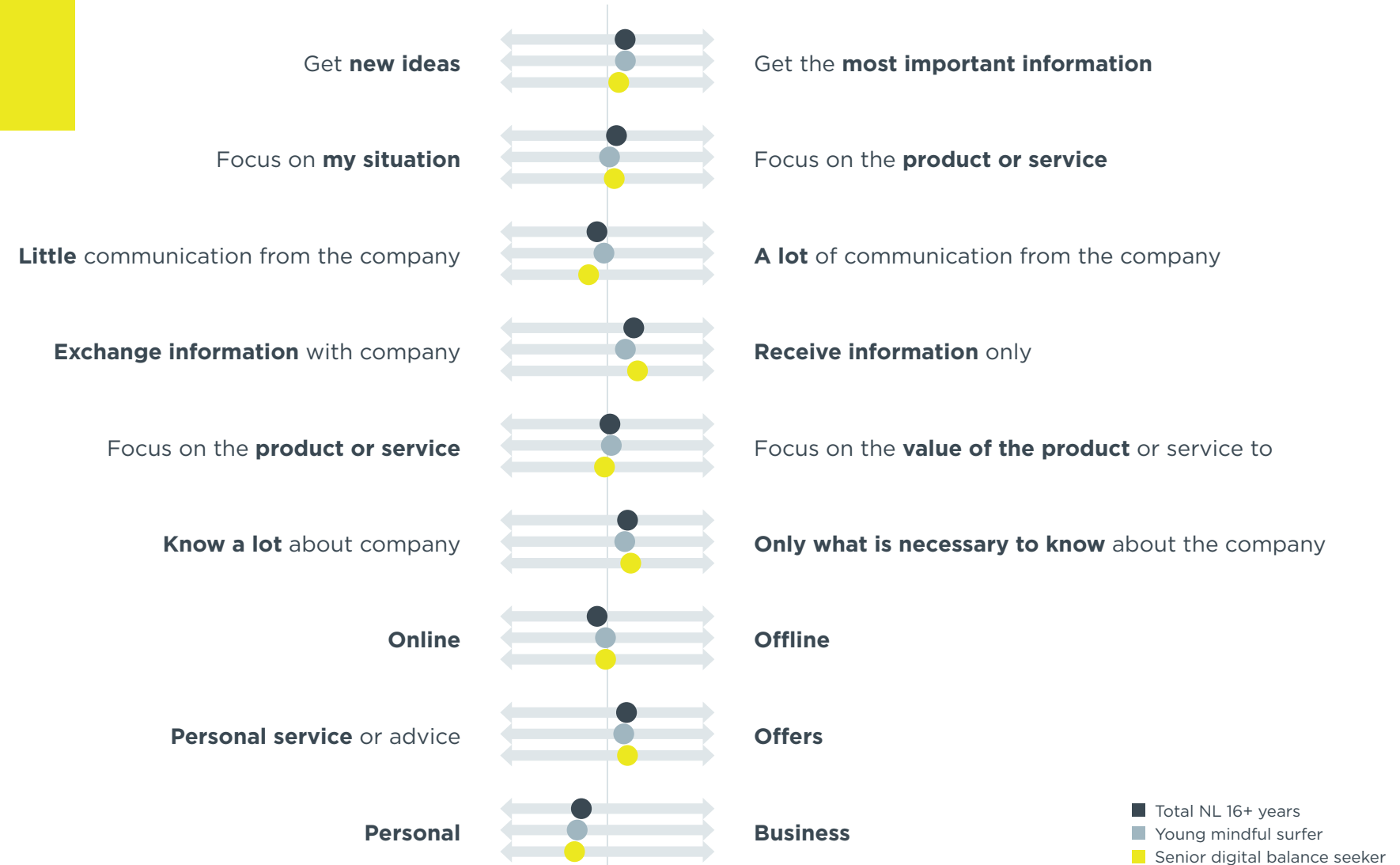
**42%**  
of Dutch people find it  
(very) attractive to receive  
a message that stands out  
through humor or  
creativity, without a direct  
commercial message

# How marketing professionals can get the attention of consumers

2

## Preferred way of communicating by organisations

Question: When an organisation approaches you with information or offers, what appeals to you most about the way they communicate?



# How marketing professionals can get the attention of consumers

## 3

Preferred way of communicating by organisations

Question: What do you find most important in the way companies communicate with you?



Young mindful surfer

**49%**  
Sincere and honest tone

**40%**  
Fewer intrusive attention grabbers

**34%**  
Fewer advertisements and commercial messages



Senior digital balance seeker

**49%**  
Fewer intrusive attention grabbers

**42%**  
Fewer advertisements and commercial messages

**35%**  
Sincere and honest tone

## Research accountability



### Method

Quantitative research, conducted through an online survey.



### Research agency

Conducted and analysed in collaboration with Newcom Research & Consultancy.



### Target group and sample

1,535 Dutch people, representative of the Dutch population aged 16 and older by age, education level, gender and region.



### Fieldwork period

September-October 2025

## Colophon

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# About DDMA



DDMA is the largest industry association for marketing and data. We are a network of over 360 brands, non-profits, publishers, agencies, and technology vendors who want to use data successfully and responsibly for marketing purposes. We highlight developments in technology, regulations, and ethics and bring together marketers, data specialists, and lawyers to help them grow in their professions. We also promote self-regulation and serve as a discussion partner for policymakers and regulators.

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