



SEE WHY:

SOCIAL MEDIA USE IS UP 50%.

We've all got a little time on our hands. And, consumers are starting to spend more of it on social media.

Take a look at why their use is up and what they're doing on each platform.

WHY INSTAGRAM?

54% are buying clothes, beauty & lifestyle.



WHY FACEBOOK?

68% are staying in touch with friends & family.

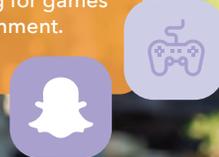
WHY TWITTER?

44% are getting their news and events here.



WHY SNAPCHAT?

42% are browsing for games and entertainment.



Adrian is a mom, a veteran, and a Surveys On The Go® panelist.

FIND YOUR WHY

To survey this consumer panel, email: solutions@mfour.com or call 714-754-1234

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METHODOLOGY: The Surveys on the Go® (SOTG) Mobile App was used to trigger surveys based on observed digital behavior and usage of key apps. Targeting adults 18+ for key apps of interest. N=1850 with n=500 for Facebook, Instagram, Snapchat and n=350 for Twitter.