

Is a Valentine's Day Surprise Coming Your Way?

**Love?
That's a young man's game.
Literally.**

Young men indicate they're going out for Valentine's Day. Could they be taking the lead with planning a night out on the town? Find out and influence their plans, meet them where they are already with on-demand app data.

22% more women
say they plan on
staying home.



**61% of men
vs 50% of women**
say they're planning
on going out on
Valentine's Day.

Where should you advertise?

Men who plan on
going out use
**Discord 2x as
much as women.**



Women who plan on
going out use Snapchat
**Snapchat 54%
more than men.**



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data courtesy of Studio witnessed January 2023.

START A FREE TRIAL

