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 54% more than men.

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