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.

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

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.