




# SUPPORTING SMALL BUSINESSES:

How Gender Determines Your Online Platform Reach


♀  
**88%**   
of females who are very interested in supporting small businesses use Facebook app.


♀  
**68%**   
of females who are very interested in supporting small businesses use TikTok app.

♂  
**89%**   
of males who are very interested in supporting small businesses use YouTube app.

♀  
**76%**   
of females who are very interested in supporting small businesses use Instagram app.

In recent years, there's a shift in consumer preferences towards supporting small businesses. In MFour Studio, we combined survey + behavior data to discover trends between males and females who support small businesses. Males in this category tend to gravitate towards certain social media + video platforms while females are the opposite.

♂  
**32%**   
of males who are very interested in supporting small businesses use Twitter app.

♂  
**25%**   
of males who are very interested in supporting small businesses use Reddit app.

## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714-754-1234.  
Data witnessed July 2023.

LEARN MORE

 **mfour**