

Social Sharing in the Mobile World

January 2017

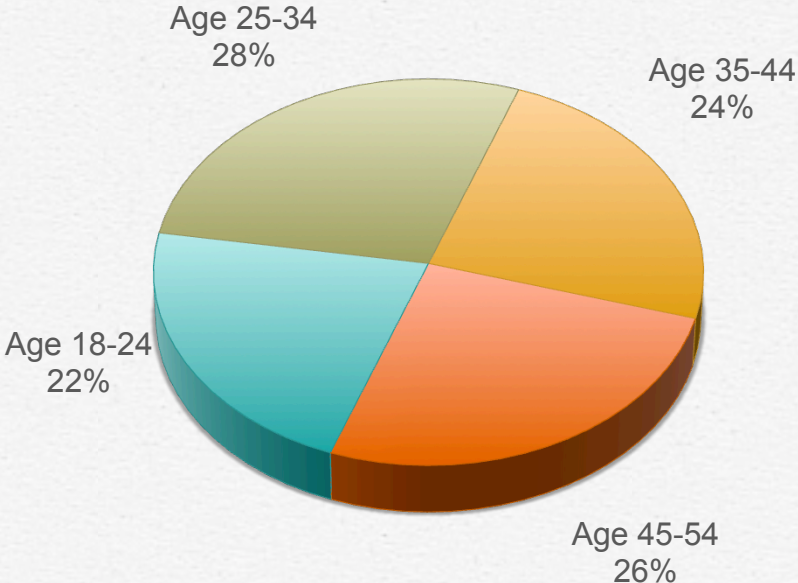
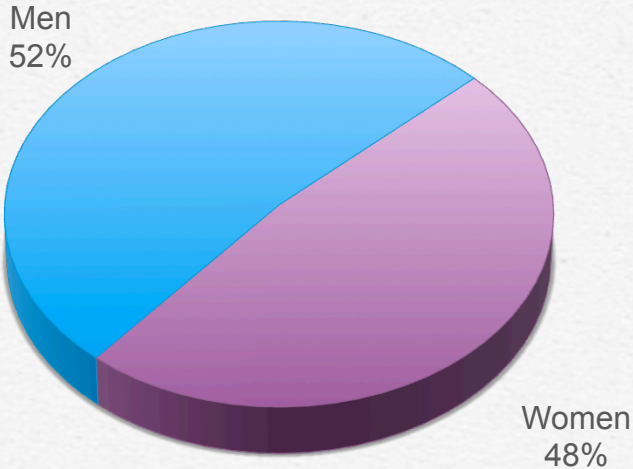


Survey Methodology:

- 1571 interviews (online)
- Adults 18-54
 - 811 men; 760 women
- Interviews conducted 1/12/17 – 1/18/17
- All respondents own a smartphone
- Data weighted to reflect age, sex, and ethnicity of U.S. population

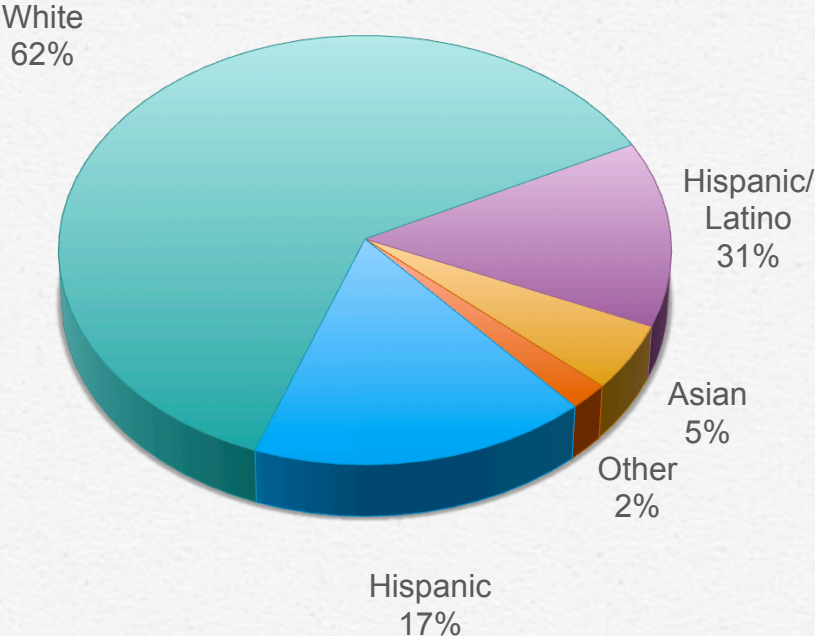
Smartphone Owners: Demographics

Sample Demographics: *Sex and Age*



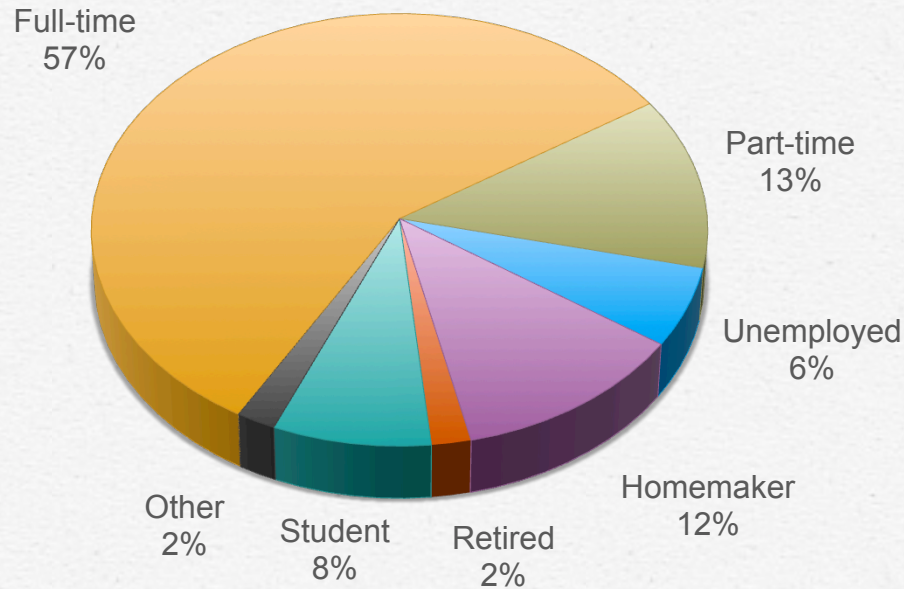
Smartphone Owners: Demographics

Sample Demographics: *Race*

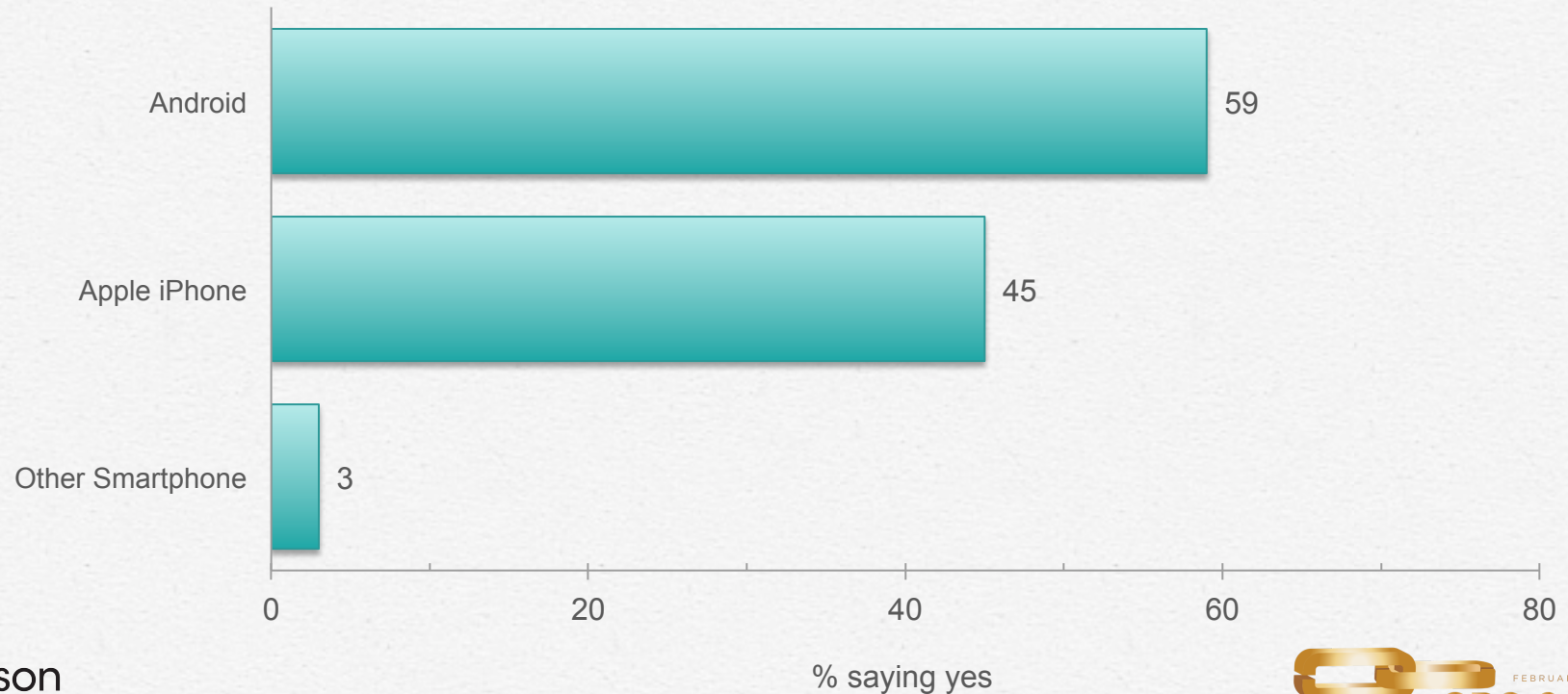


Smartphone Owners: Demographics

Sample Demographics: *Employment*

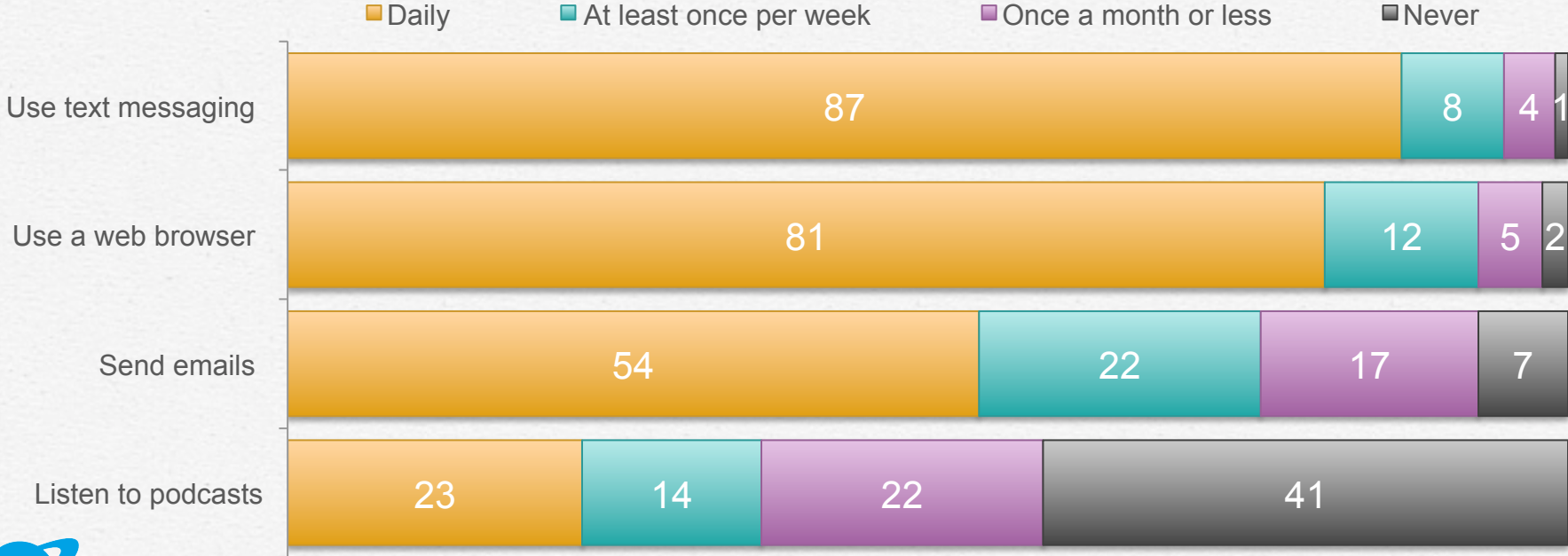


Type of Smartphone Owned: (multiple responses accepted)



Smartphone Usage:

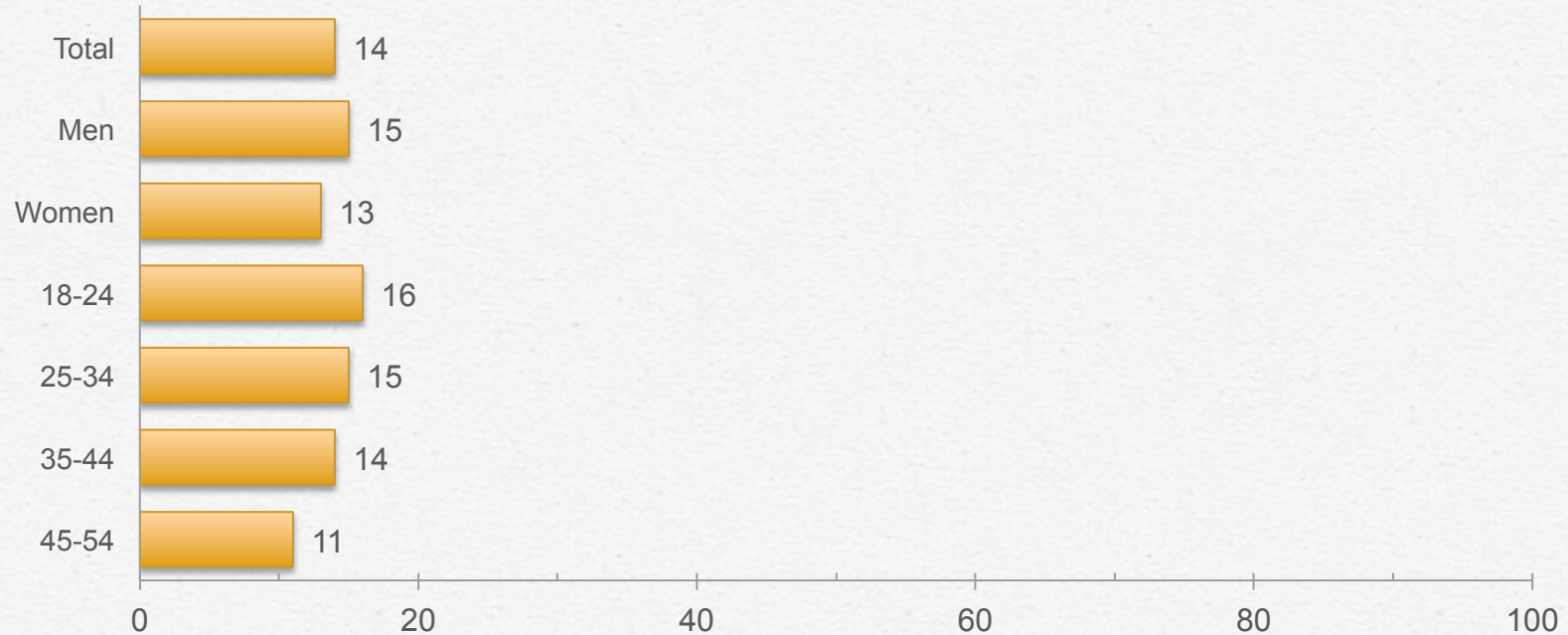
How often do you...?



General Smartphone Usage

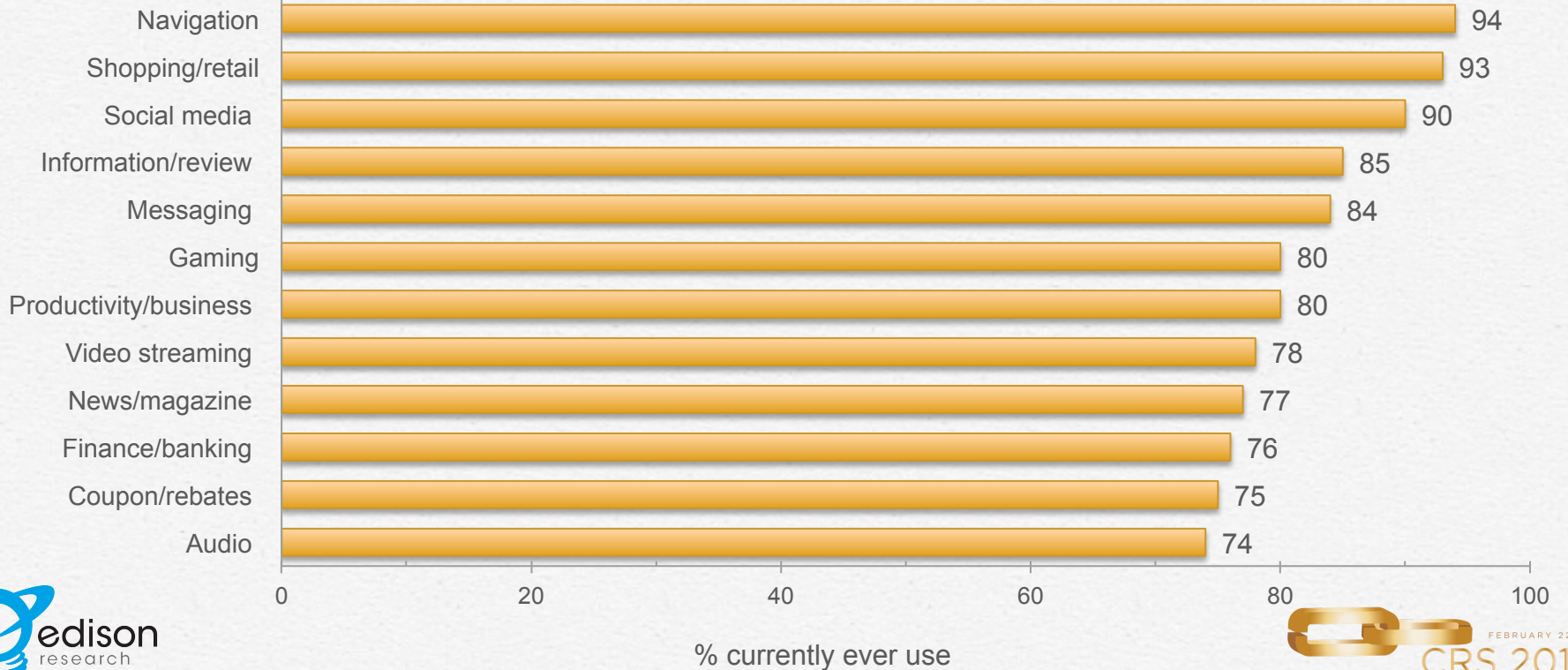


Average number of types of apps used:



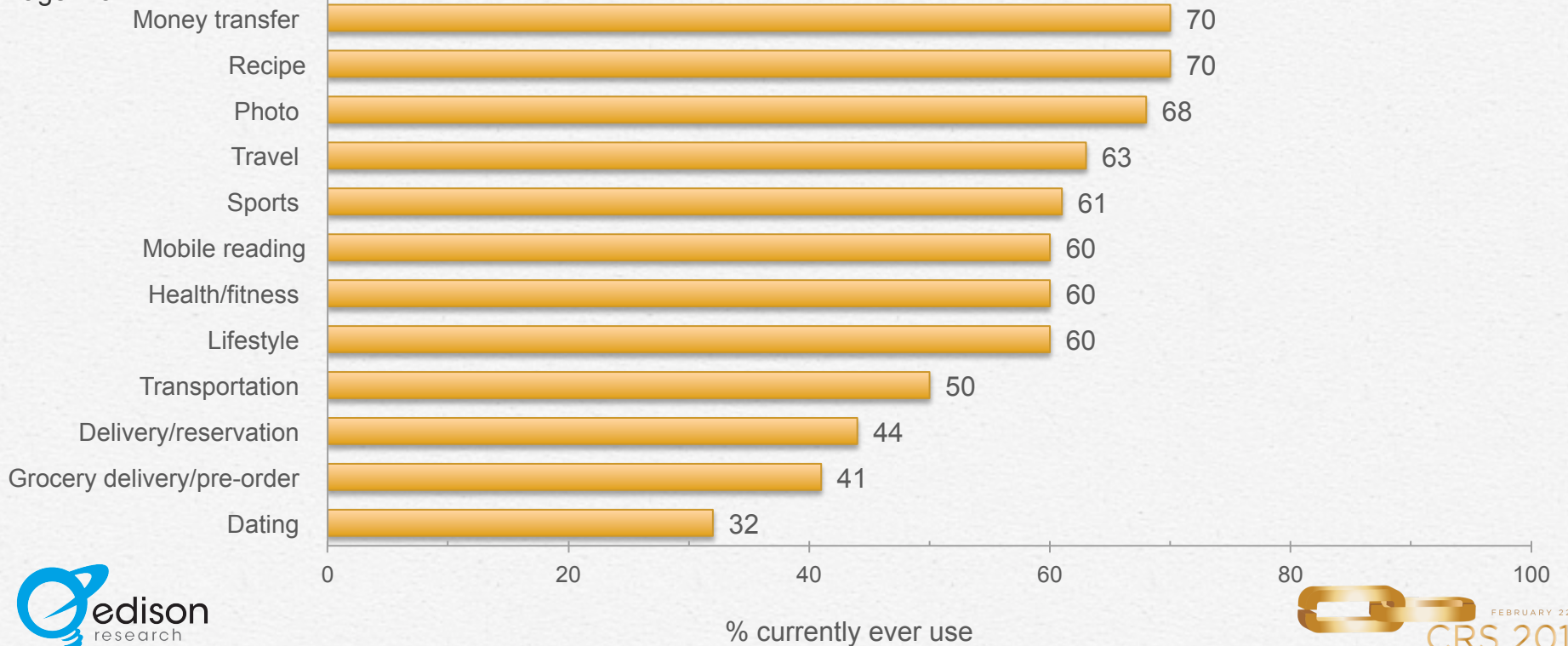
Apps/mobile website usage:

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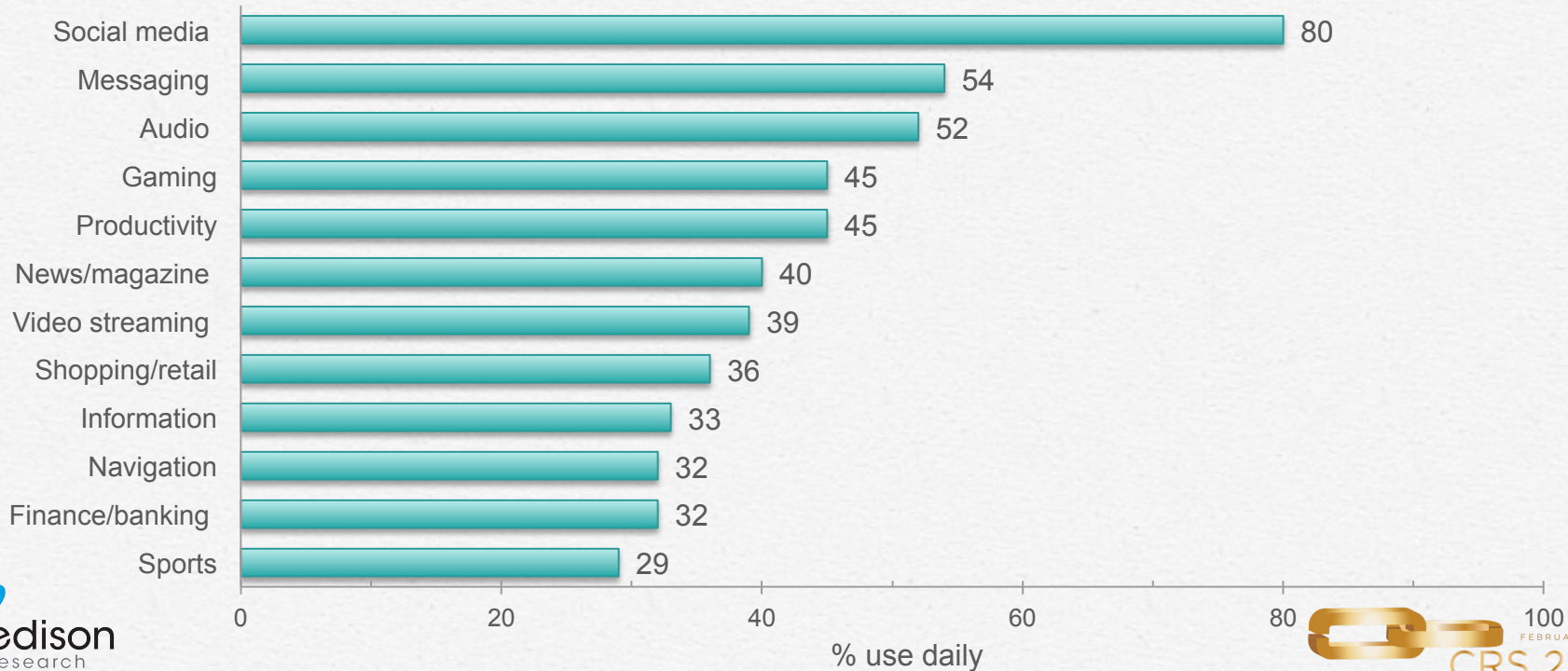
Apps/mobile website usage:

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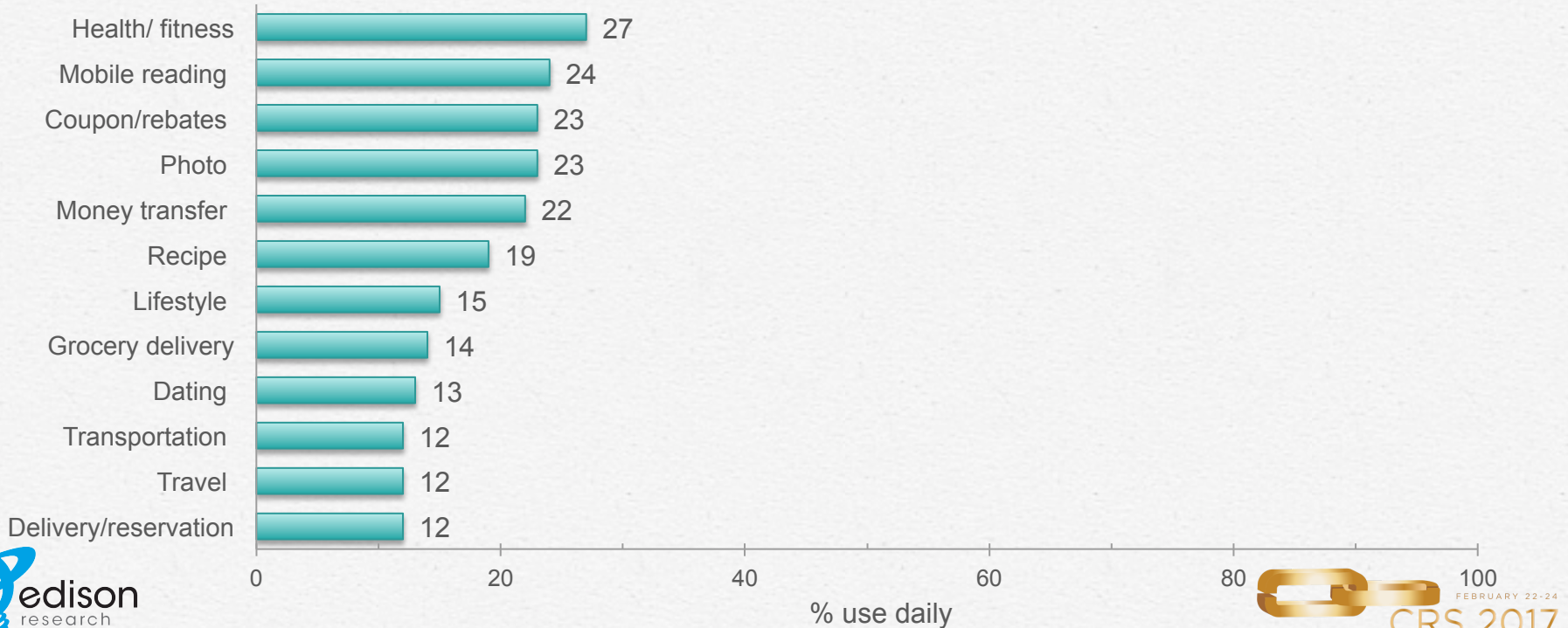
Daily App Usage:

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Daily App Usage:

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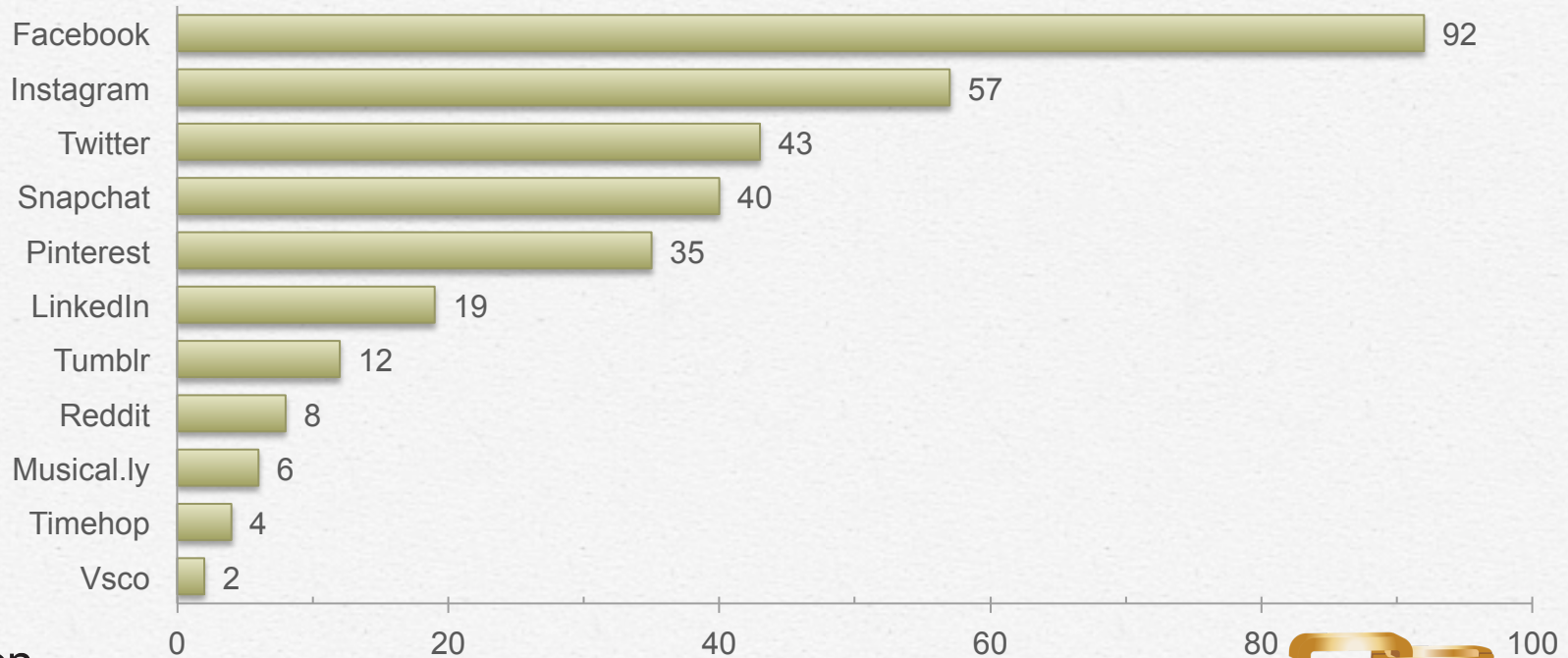


Mobile Social Behavior

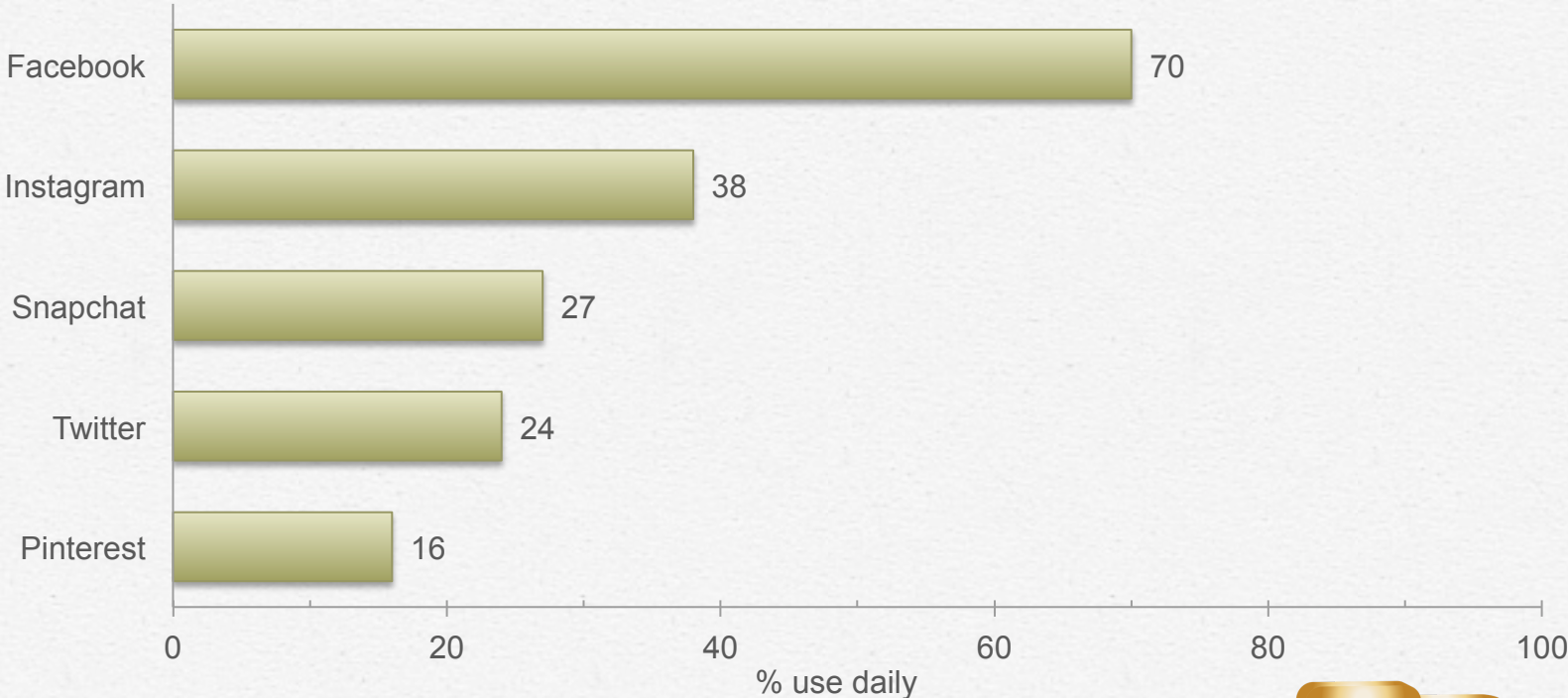


Social Media App Usage:

Which of the following social media apps or websites do you currently use on your smartphone?



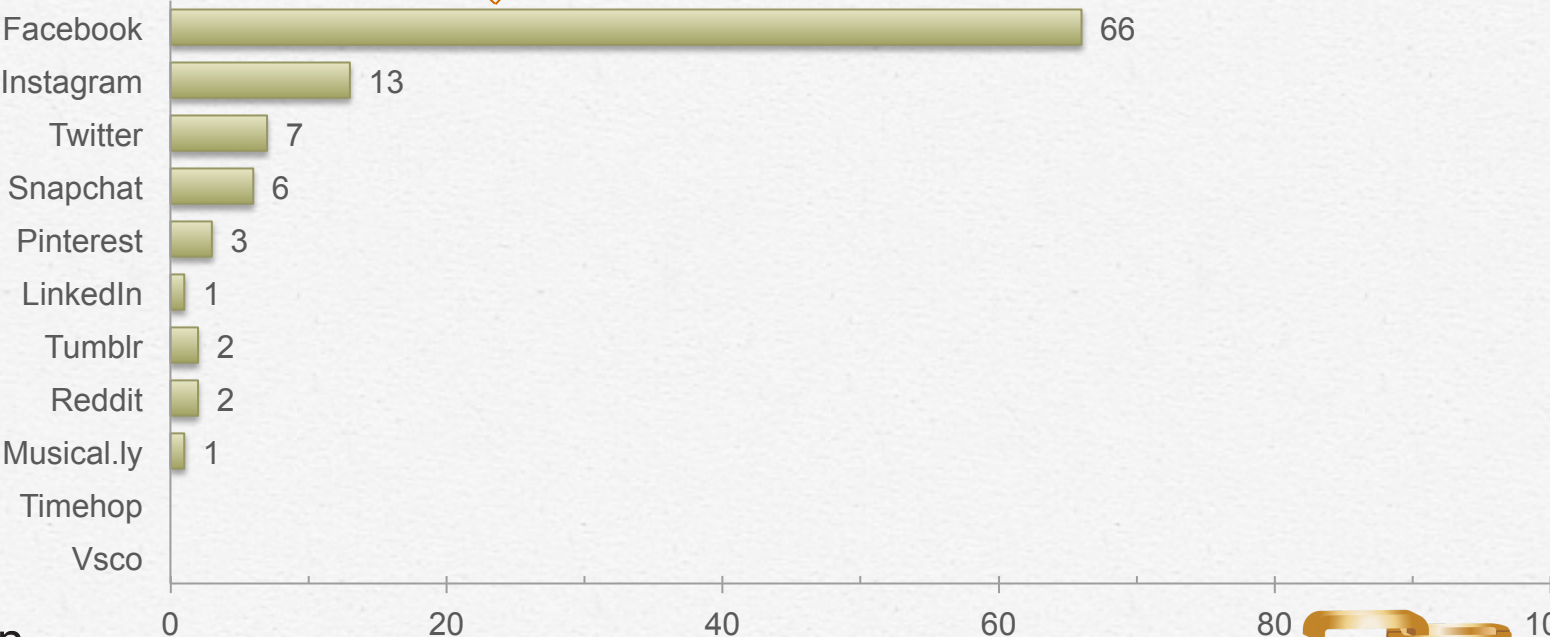
Social Media App Daily Usage:



Base: Use social media app

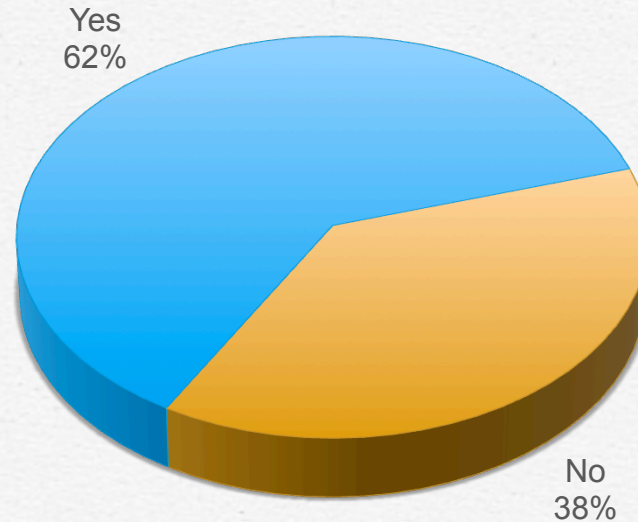
Social Media Apps Used Most:

*Which of the following social media apps or websites do you currently use **most** on your smartphone?*



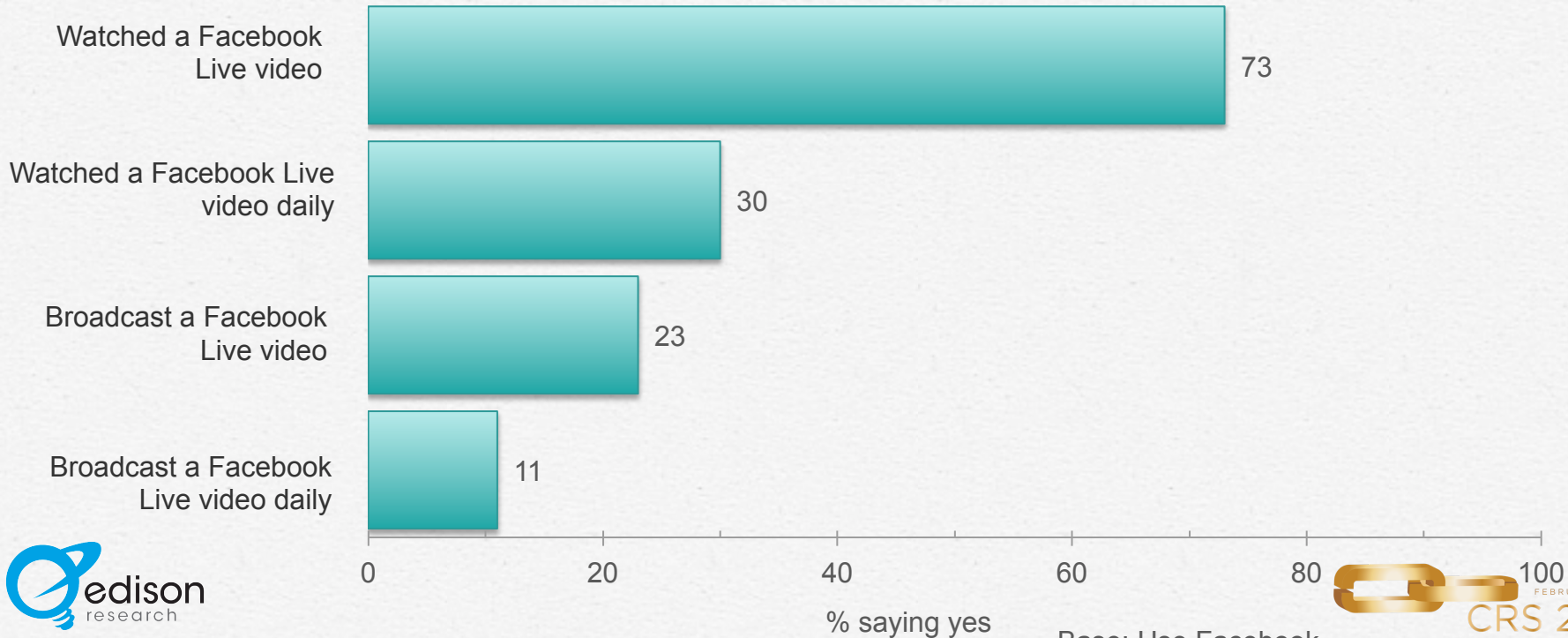
Local Facebook Groups:

Are you a member of any local Facebook groups or other local online groups?



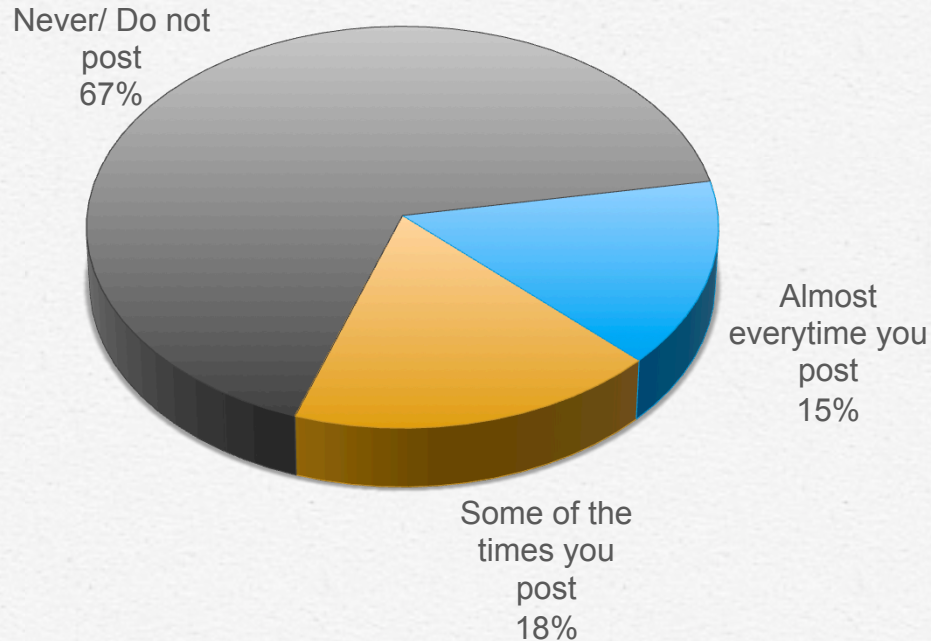
Facebook Live:

Have you ever...?



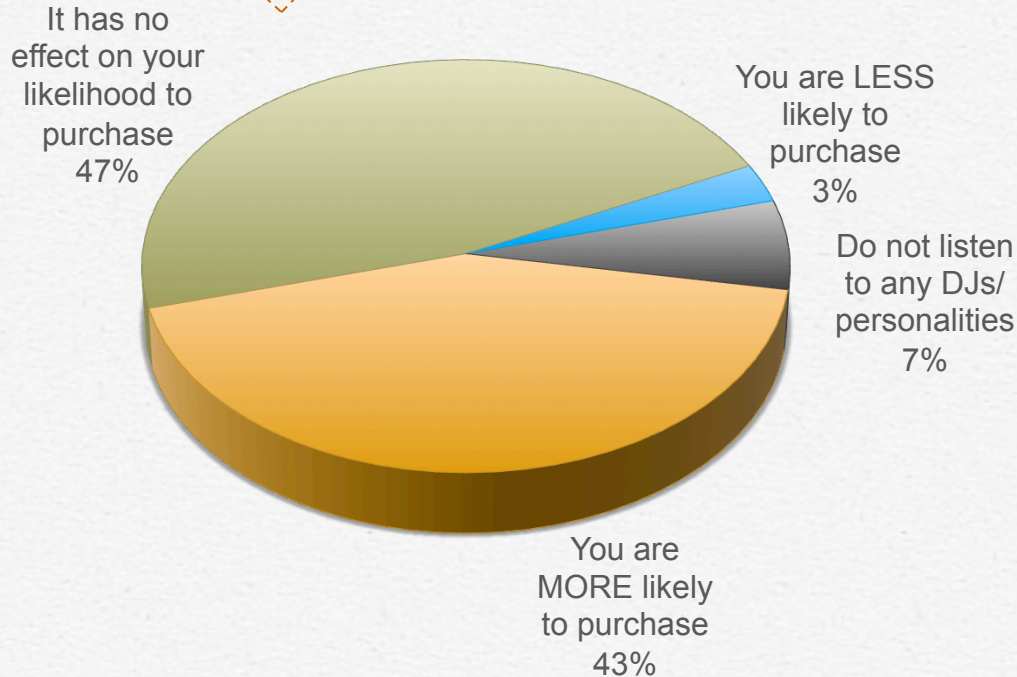
Facebook App Usage:

How often do you tag your location when posting social media updates?



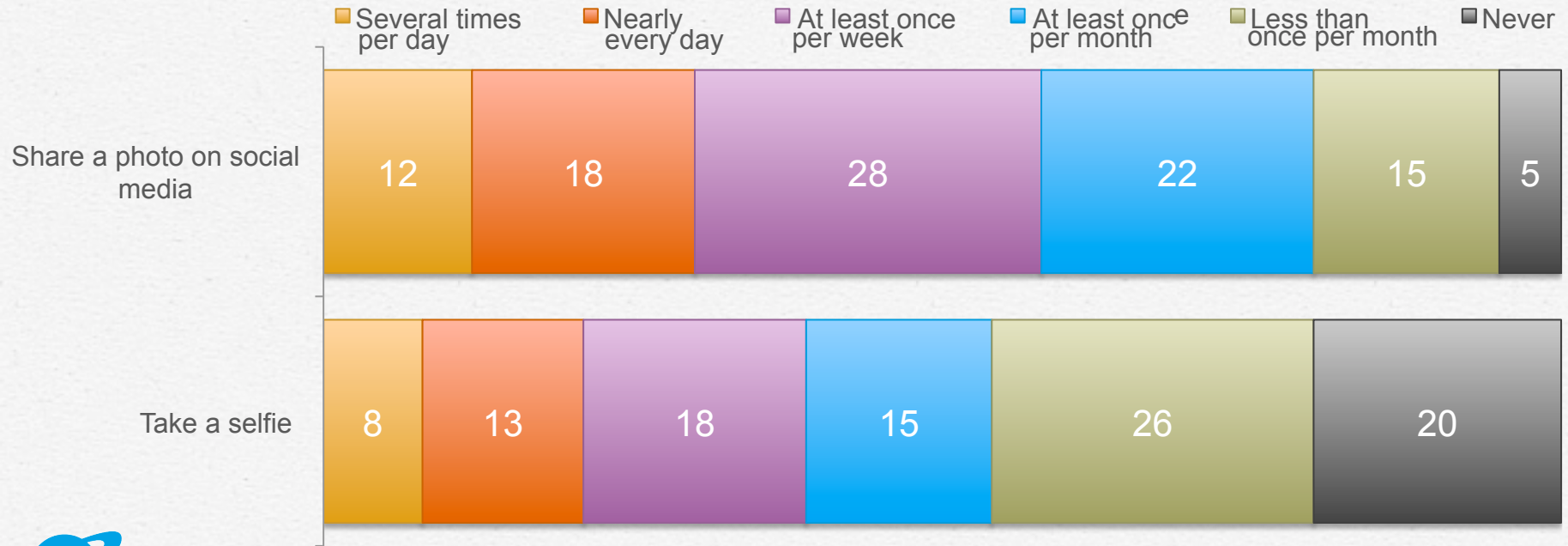
Facebook App Usage:

What impact, if any, does seeing a radio station DJ or personality post about a product or service on social media have on your likelihood to purchase that product or service?



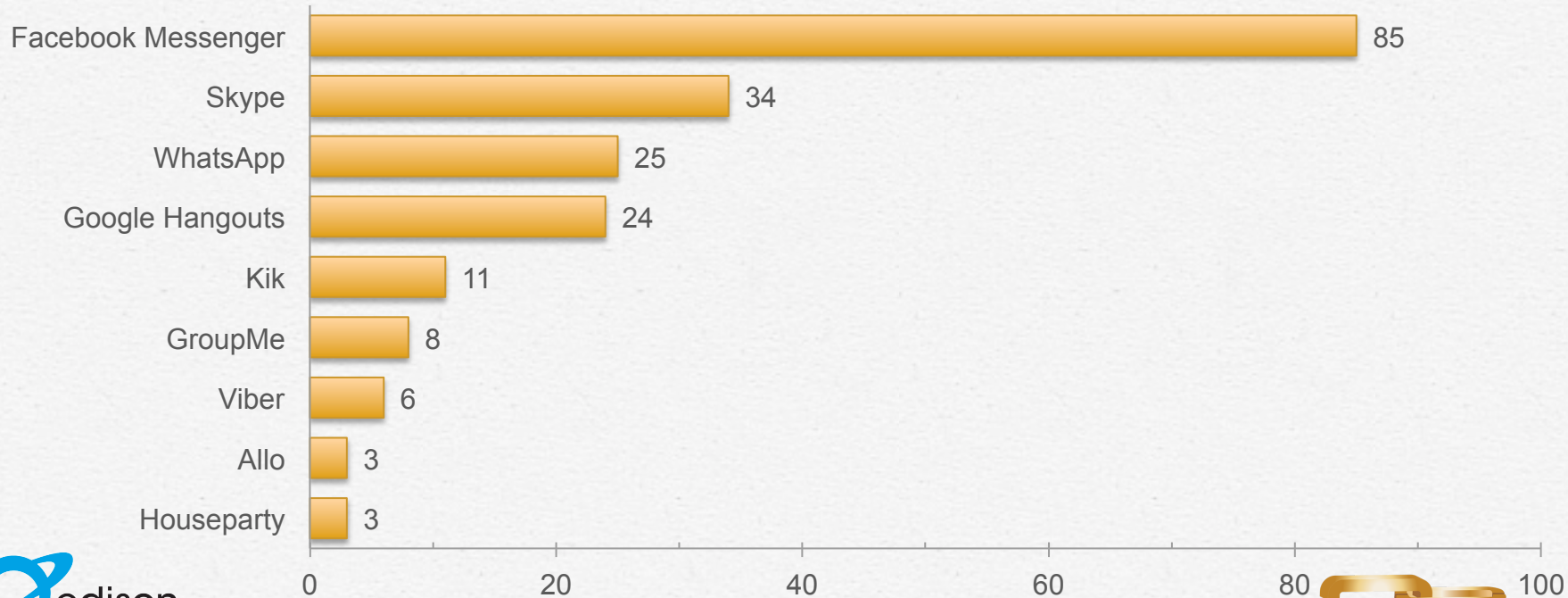
Smartphone Usage:

How often do you...?

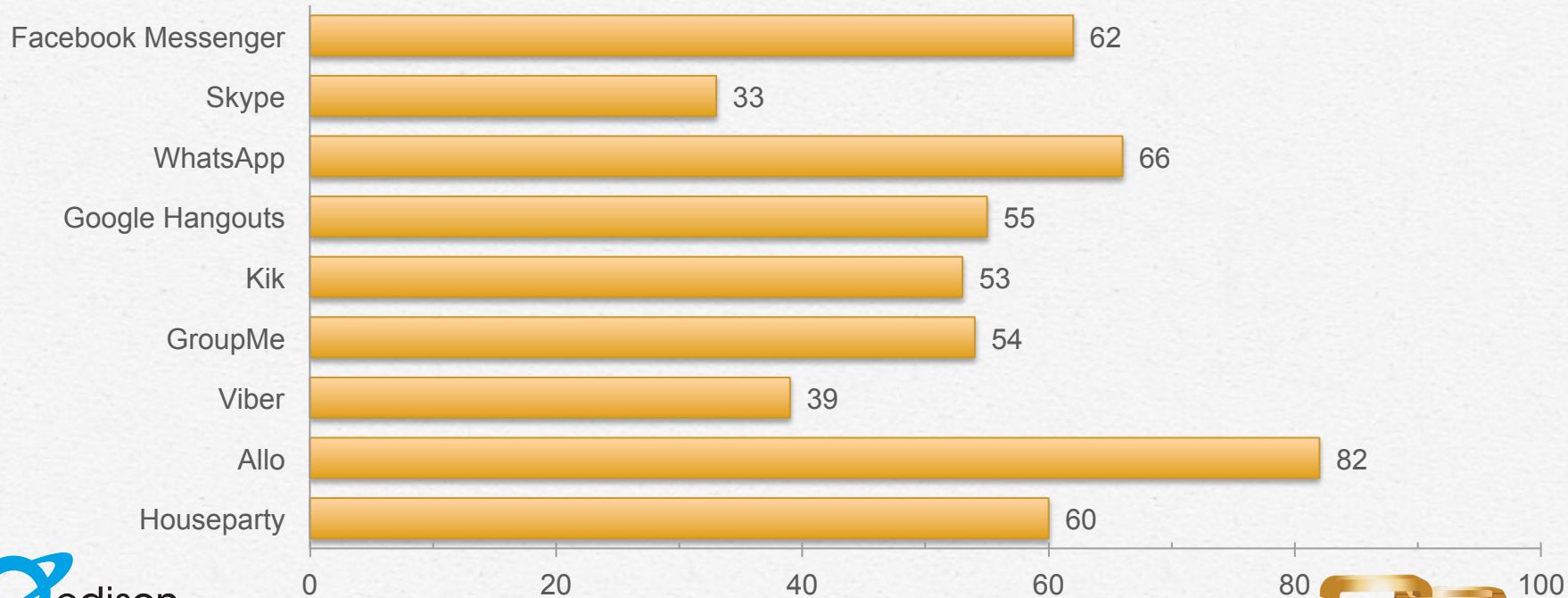


Messaging Apps:

Which of the following messaging apps or websites do you currently use on your smartphone?



Messaging App Daily Usage:





How you know.SM