Social Sharing in the Mobile World

January 2017
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
Sample Demographics: *Sex and Age*

- **Men**: 52%
- **Women**: 48%
- **Age 18-24**: 22%
- **Age 25-34**: 28%
- **Age 35-44**: 24%
- **Age 45-54**: 26%
Sample Demographics: Race

- White: 62%
- Hispanic/Latino: 31%
- Asian: 5%
- Other: 2%
- Hispanic: 17%
Sample Demographics: Employment

Full-time: 57%
Part-time: 13%
Unemployed: 6%
Homemaker: 12%
Student: 8%
Retired: 2%
Other: 2%
Type of Smartphone Owned: (multiple responses accepted)

- Android: 59%
- Apple iPhone: 45%
- Other Smartphone: 3%
Smartphone Usage:

**How often do you...?**

- **Use text messaging**:
  - Daily: 87
  - At least once per week: 8
  - Once a month or less: 4
  - Never: 1

- **Use a web browser**:
  - Daily: 81
  - At least once per week: 12
  - Once a month or less: 5
  - Never: 2

- **Send emails**:
  - Daily: 54
  - At least once per week: 22
  - Once a month or less: 17
  - Never: 7

- **Listen to podcasts**:
  - Daily: 23
  - At least once per week: 14
  - Once a month or less: 22
  - Never: 41
General Smartphone Usage
Average number of types of apps used:

<table>
<thead>
<tr>
<th></th>
<th>Mean number of responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>14</td>
</tr>
<tr>
<td>Men</td>
<td>15</td>
</tr>
<tr>
<td>Women</td>
<td>13</td>
</tr>
<tr>
<td>18-24</td>
<td>16</td>
</tr>
<tr>
<td>25-34</td>
<td>15</td>
</tr>
<tr>
<td>35-44</td>
<td>14</td>
</tr>
<tr>
<td>45-54</td>
<td>11</td>
</tr>
</tbody>
</table>
Apps/mobile website usage:

- Navigation: 94%
- Shopping/retail: 93%
- Social media: 90%
- Information/review: 85%
- Messaging: 84%
- Gaming: 80%
- Productivity/business: 80%
- Video streaming: 78%
- News/magazine: 77%
- Finance/banking: 76%
- Coupon/rebates: 75%
- Audio: 74%
Apps/mobile website usage:

- Money transfer: 70%
- Recipe: 70%
- Photo: 68%
- Travel: 63%
- Sports: 61%
- Mobile reading: 60%
- Health/fitness: 60%
- Lifestyle: 60%
- Transportation: 50%
- Delivery/reservation: 44%
- Grocery delivery/pre-order: 41%
- Dating: 32%
Daily App Usage:

- Social media: 80%
- Messaging: 54%
- Audio: 52%
- Gaming: 45%
- Productivity: 45%
- News/magazine: 40%
- Video streaming: 39%
- Shopping/retail: 36%
- Information: 33%
- Navigation: 32%
- Finance/banking: 32%
- Sports: 29%
Daily App Usage:

- Health/fitness: 27%
- Mobile reading: 24%
- Coupon/rebates: 23%
- Photo: 23%
- Money transfer: 22%
- Recipe: 19%
- Lifestyle: 15%
- Grocery delivery: 14%
- Dating: 13%
- Transportation: 12%
- Travel: 12%
- Delivery/reservation: 12%
Mobile Social Behavior
Which of the following social media apps or websites do you currently use on your smartphone?

- Facebook: 92
- Instagram: 57
- Twitter: 43
- Snapchat: 40
- Pinterest: 35
- LinkedIn: 19
- Tumblr: 12
- Reddit: 8
- Musical.ly: 6
- Timehop: 4
- Vsco: 2

Base: Use social media app
Social Media App Daily Usage:

- Facebook: 70%
- Instagram: 38%
- Snapchat: 27%
- Twitter: 24%
- Pinterest: 16%

Base: Use social media app
Which of the following social media apps or websites do you currently use most on your smartphone?

Social Media Apps Used Most:

- Facebook: 66
- Instagram: 13
- Twitter: 7
- Snapchat: 6
- Pinterest: 3
- LinkedIn: 1
- Tumblr: 2
- Reddit: 2
- Musical.ly: 1
- Timehop: 1
- Vsco: 20

Base: Use more than one social media app
Are you a member of any local Facebook groups or other local online groups?

- Yes: 62%
- No: 38%

Base: Use Facebook
Facebook Live:

Have you ever...

- Watched a Facebook Live video: 73%
- Watched a Facebook Live video daily: 30%
- Broadcast a Facebook Live video: 23%
- Broadcast a Facebook Live video daily: 11%

Base: Use Facebook
Facebook App Usage:

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

- Never/ Do not post: 67%
- Almost everytime you post: 15%
- Some of the times you post: 18%
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?

- You are MORE likely to purchase: 43%
- You are LESS likely to purchase: 3%
- It has no effect on your likelihood to purchase: 47%
- Do not listen to any DJs/personalities: 7%

Base: Use any social media
Smartphone Usage:

How often do you...?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Several times per day</th>
<th>Nearly every day</th>
<th>At least once per week</th>
<th>At least once per month</th>
<th>Less than once per month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share a photo on social media</td>
<td>12</td>
<td>18</td>
<td>28</td>
<td>22</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Take a selfie</td>
<td>8</td>
<td>13</td>
<td>18</td>
<td>15</td>
<td>26</td>
<td>20</td>
</tr>
</tbody>
</table>

Base: Use any social media
Which of the following messaging apps or websites do you currently use on your smartphone?

Facebook Messenger: 85
Skype: 34
WhatsApp: 25
Google Hangouts: 24
Kik: 11
GroupMe: 8
Viber: 6
Allo: 3
Houseparty: 3

Base: Use messaging apps
Messaging App Daily Usage:

- Facebook Messenger: 62
- Skype: 33
- WhatsApp: 66
- Google Hangouts: 55
- Kik: 53
- GroupMe: 54
- Viber: 39
- Allo: 82
- Houseparty: 60

Base: Use specific messaging apps