## Social Sharing in the Mobile World

January 2017

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## 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



Age 45-54
26\%

## 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:

```
Page 1 of 2
                    Navigation
```



```
Shopping/retail
```



```
Information/review
```



```85Messaging84
```



```
Productivity/business
```



```80Video streamingNews/magazine7877Finance/banking60
\% currently ever use
```

0
20
40

```


\section*{Apps/mobile website usage:}

Page 2 of 2


\section*{Daily App Usage:}

Page 1 of 2


\section*{Daily App Usage:}

Page 2 of 2


Mobile Social Behavior

\section*{Social Media App Usage:}

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


\section*{Social Media App Daily Usage:}


\section*{Social Media Apps Used Most:}

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


\section*{Local Facebook Groups:}

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

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Base: Use Facebook

\section*{Facebook Live:}

\section*{Have you ever...?}
a Facebook Live video


Watched a Facebook Live


Broadcast a Facebook Live video


Broadcast a Facebook Live video daily


20
40
\% saying yes
60
Base: Use Facebook

\section*{Facebook App Usage:}

\section*{How often do you tag your location when posting social media updates?}


\section*{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?


Base: Use any social media

\section*{Smartphone Usage:}

How often do you...?


\section*{Messaging Apps:}

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


\section*{Messaging App Daily Usage:}


How you know.```

