

HOW AMERICANS USE SOCIAL MEDIA

Ladies vs. Gents - The Social Media Showdown!

1

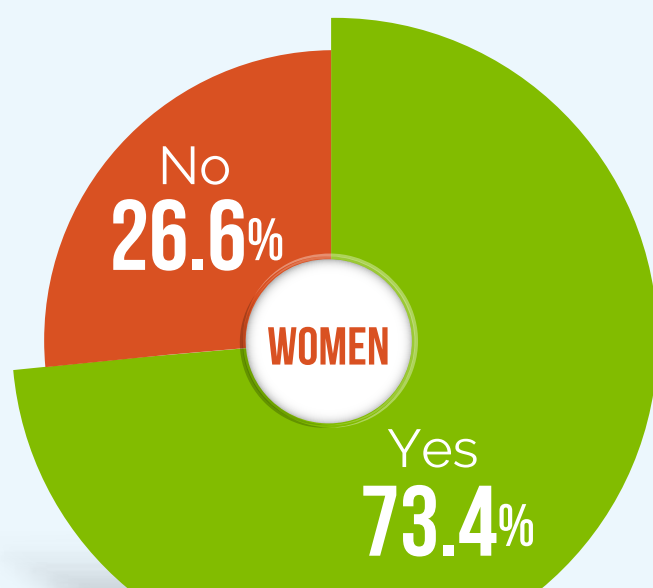


WOMEN

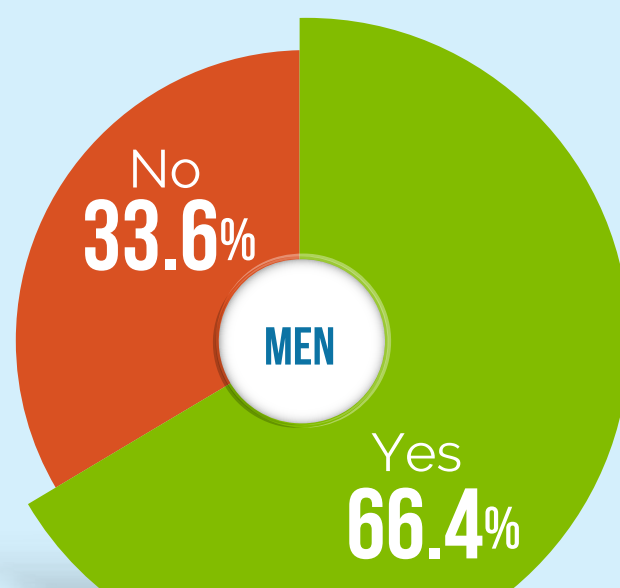
Do you have any of the following social media accounts?



MEN



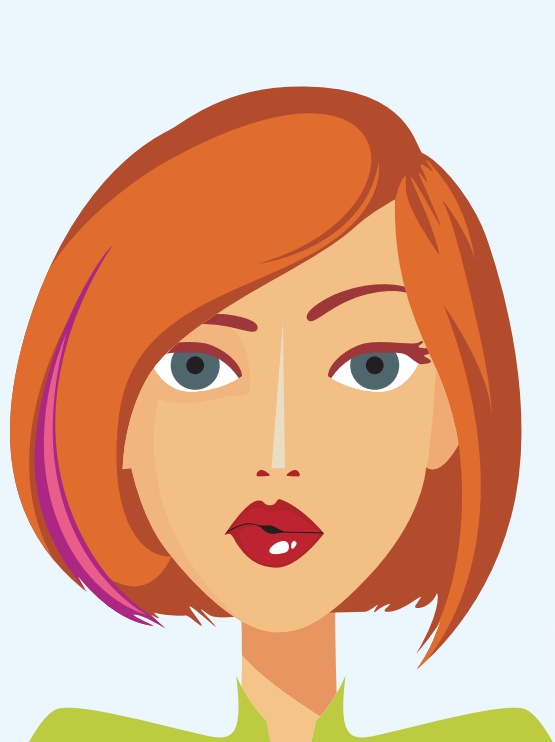
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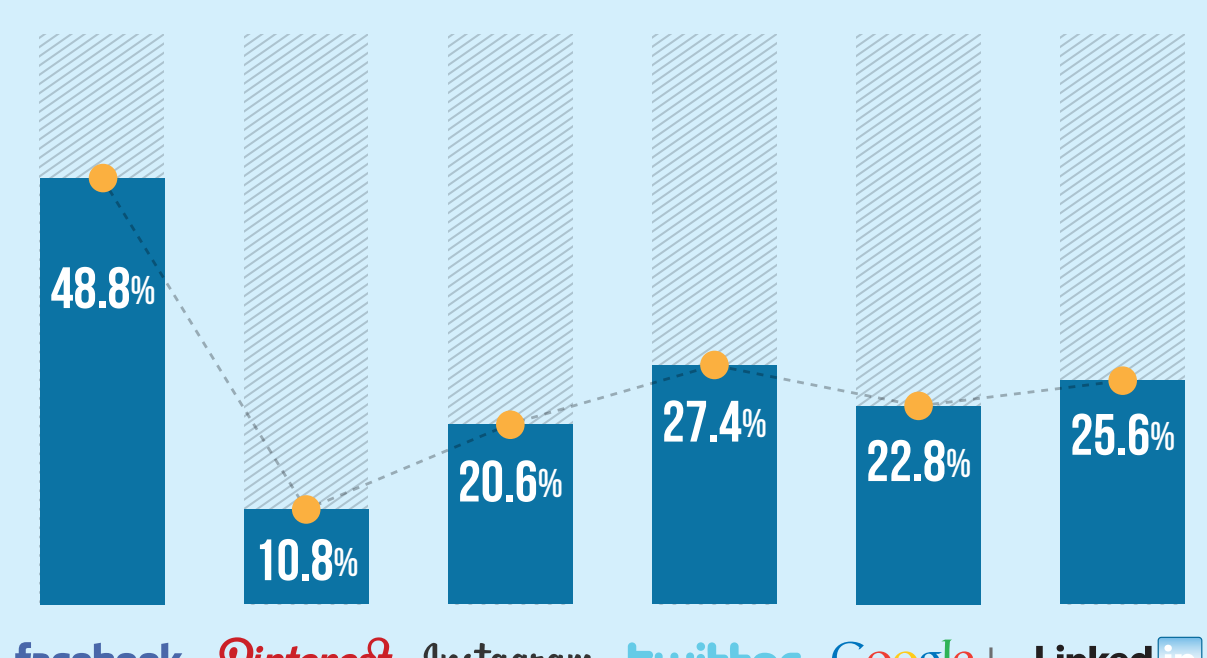
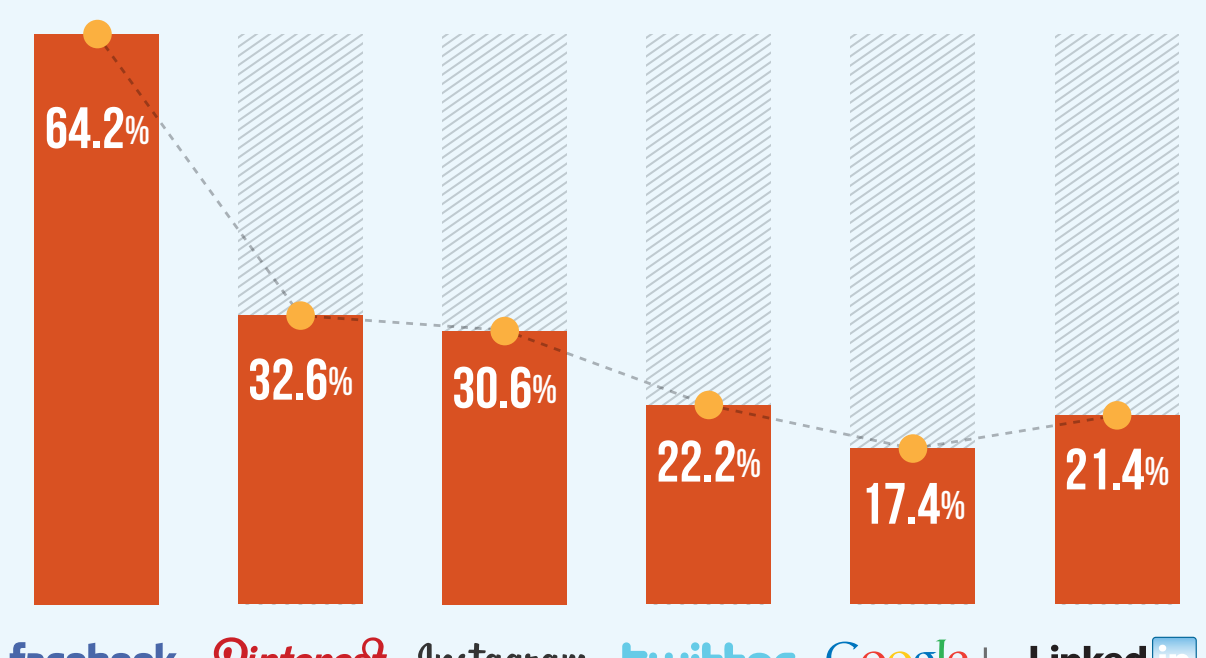
COMMENT

Women are somewhat more active on the main social networks but men are not far behind!

2



Which of the following social media accounts do you have?



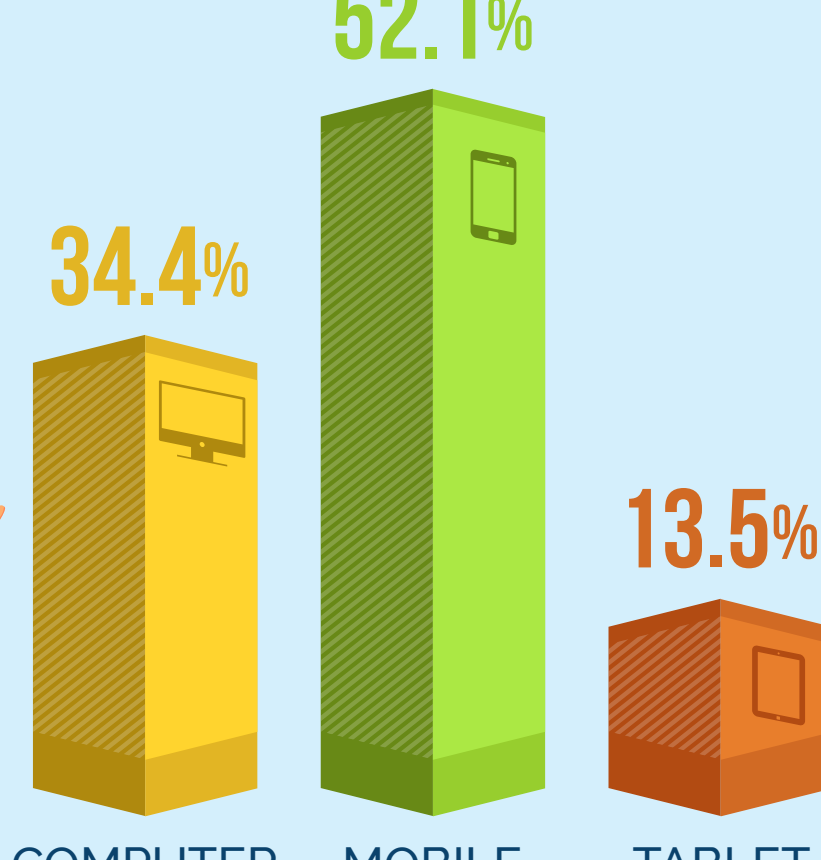
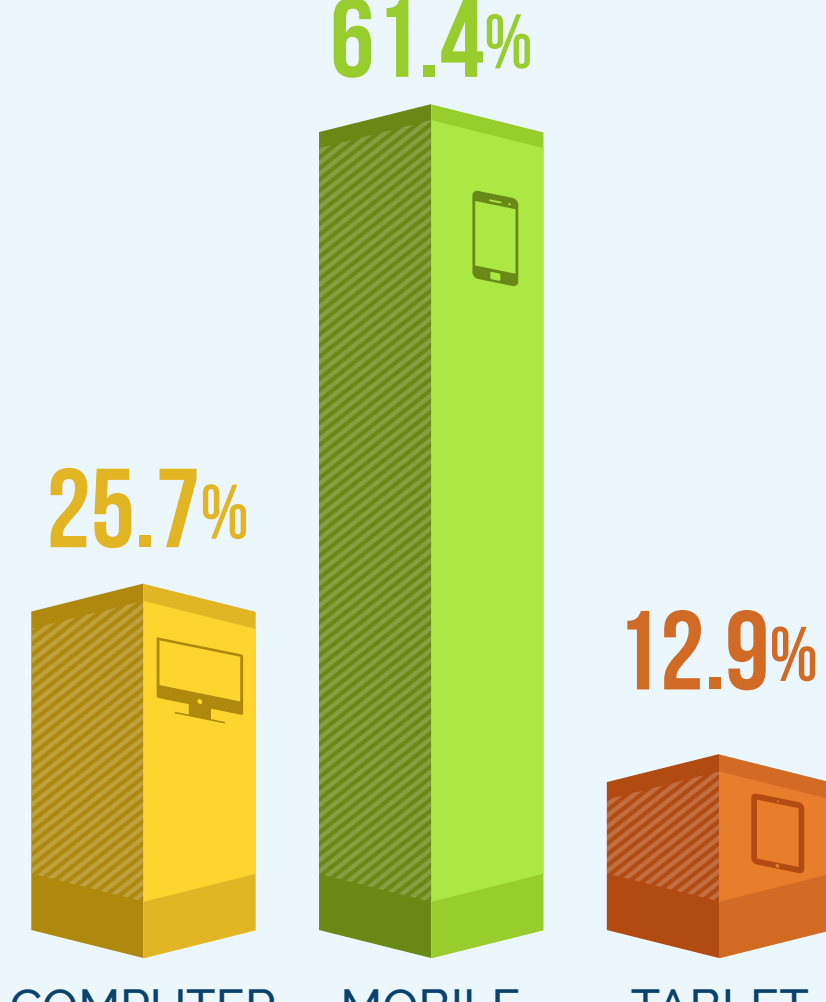
COMMENT

Women run Facebook, pinterest and Instagram. Not bad, right? But wait!

Men have the upper hand on twitter, Google Plus and linkedin.

3

What device do you use the most often to reach social media sites?

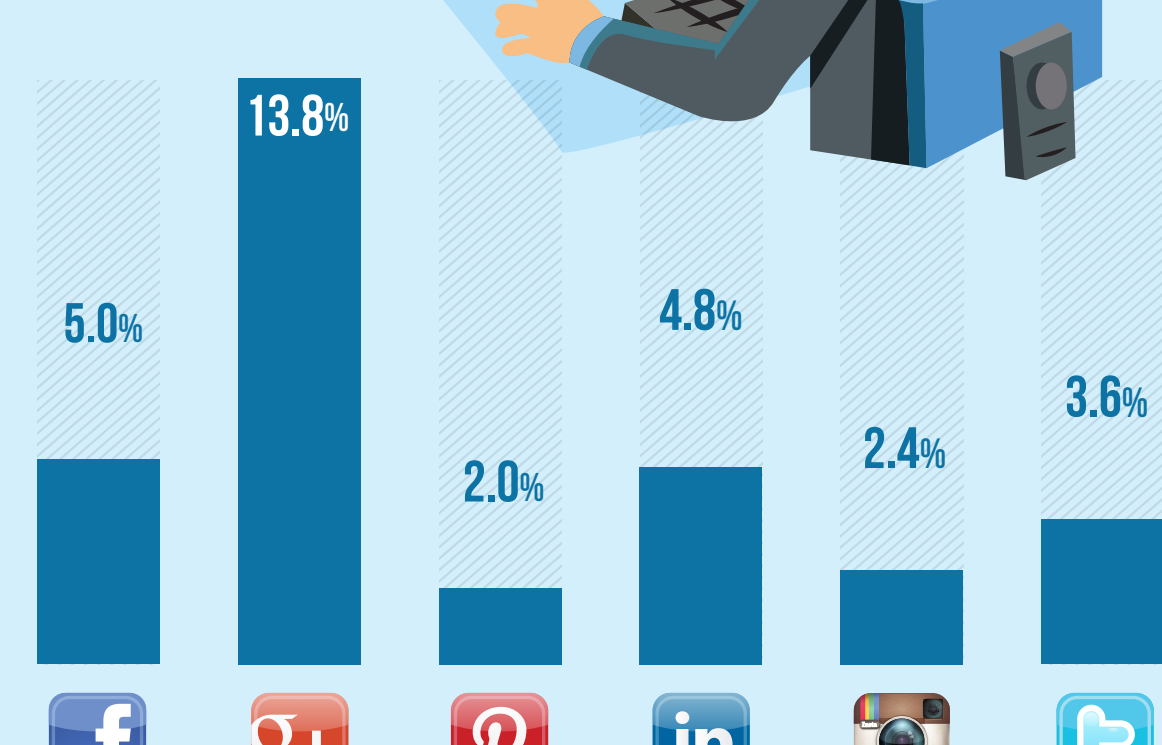
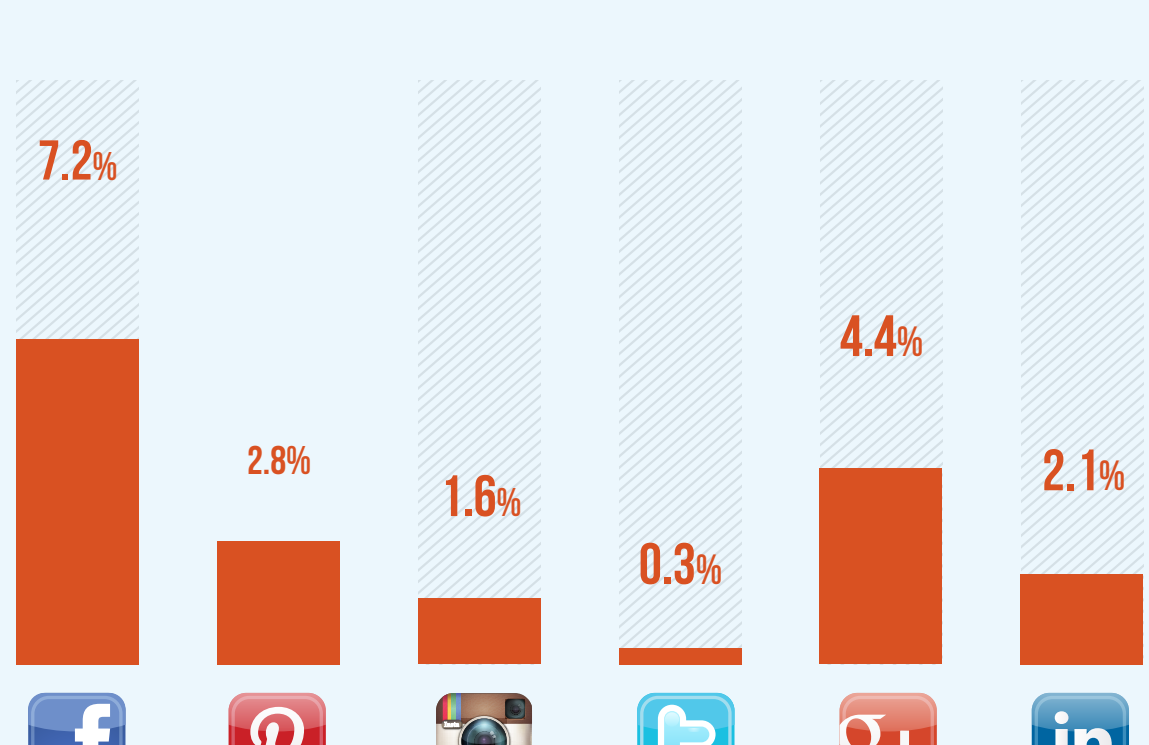


COMMENT

Mobile usage is domating social media. Computers still have their fair share though especially among men.

4

Which of the following sites would you trust enough to give them your credit card information?



COMMENT

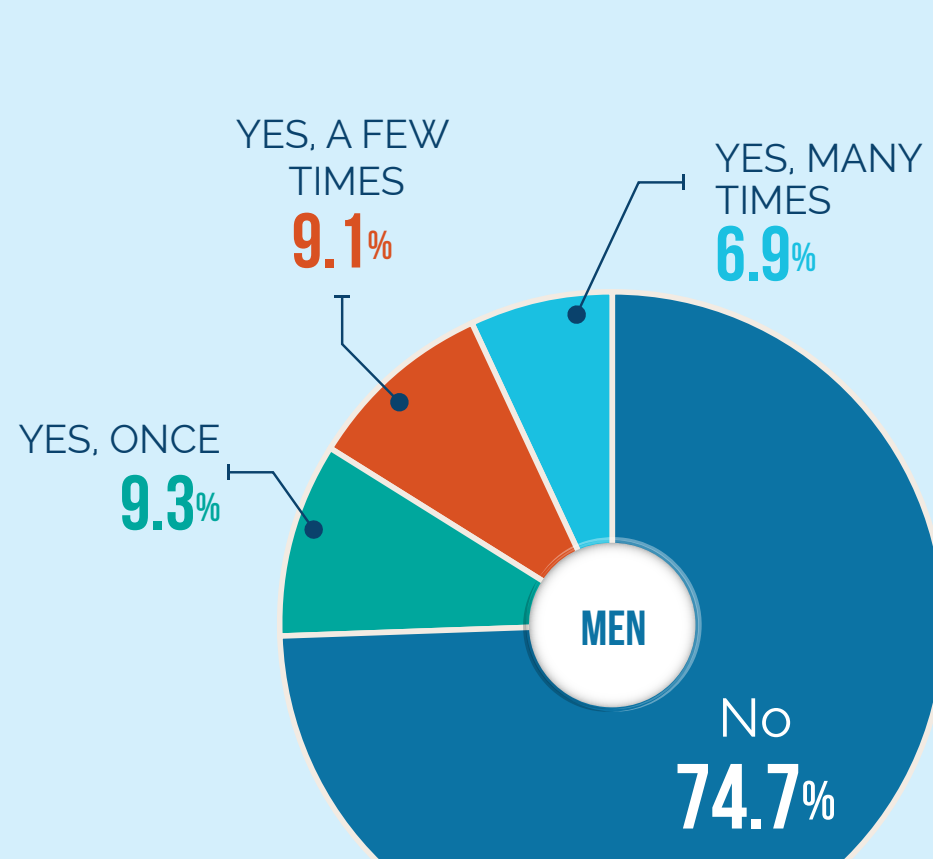
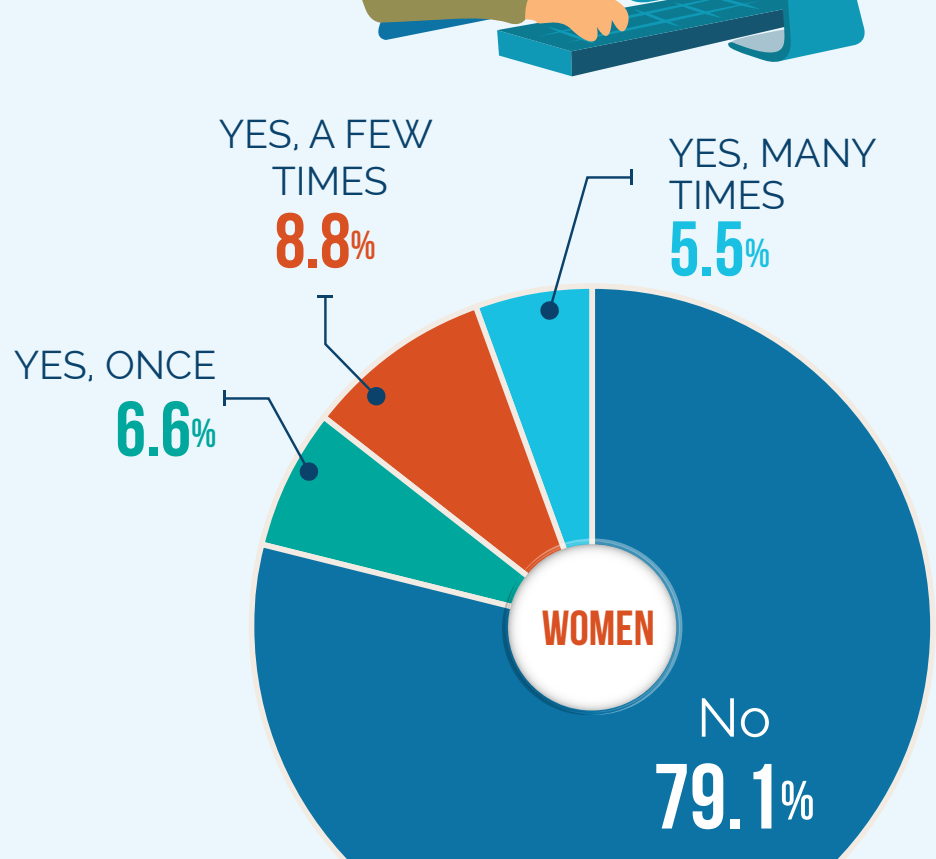
Ladies trust Facebook like no other. Google Plus is the winner for men - & by what a margin.

We are not sure what's going on between Twitter & women but they seem to have some trust issues!

5



Have you ever purchased anything directly on a social media site?



COMMENT

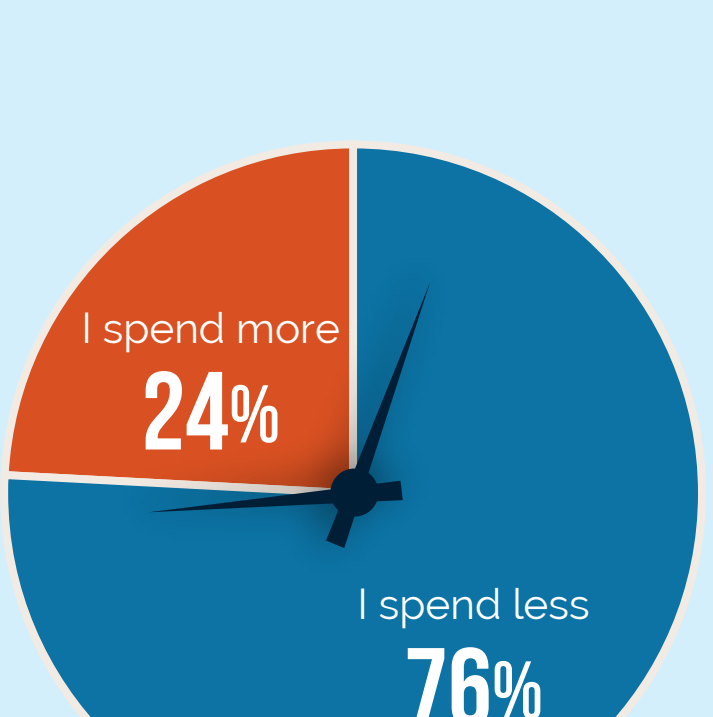
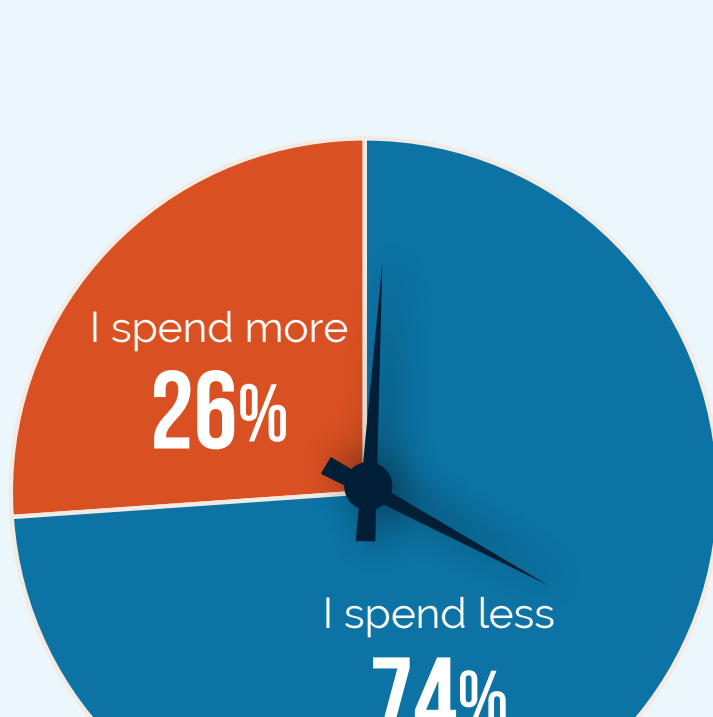
Purchasing directly on social media is still not a widespread phenomenon.

However, Research Egg believes that this area will witness significant growth in the near future.

6



Do you think that on average you spend more or less time on social media sites than your friends?



COMMENT

75% of us believe that we spend less time on social media than our friends. The same way, the majority of us believe that we drive better than average!

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Sample size : 1000
Confidence Level : 95%

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Audience: Average internet user in the USA, 18-64 years old. The data is representative for the entire internet user population of the USA between 18 and 64.