

09.04.2018

# Insight Report

Heavy Social Media Users vs. General Population



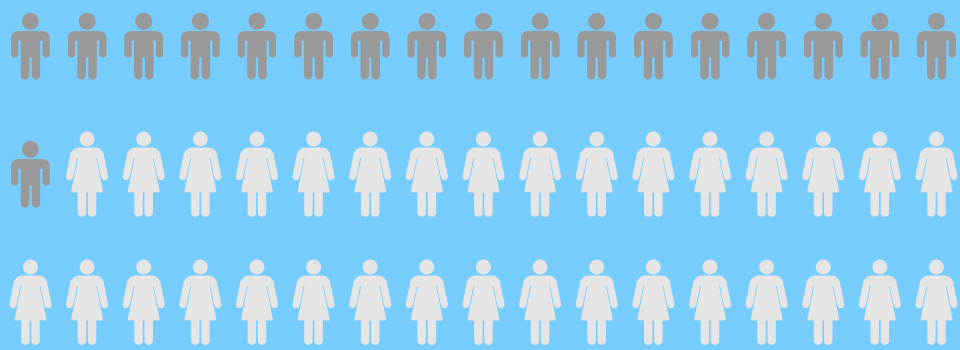
CivicScience  
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# Core Demographics



Heavy Social Media Users are defined as people who spend 4+ hours a day on social media sites and apps.

## Gender

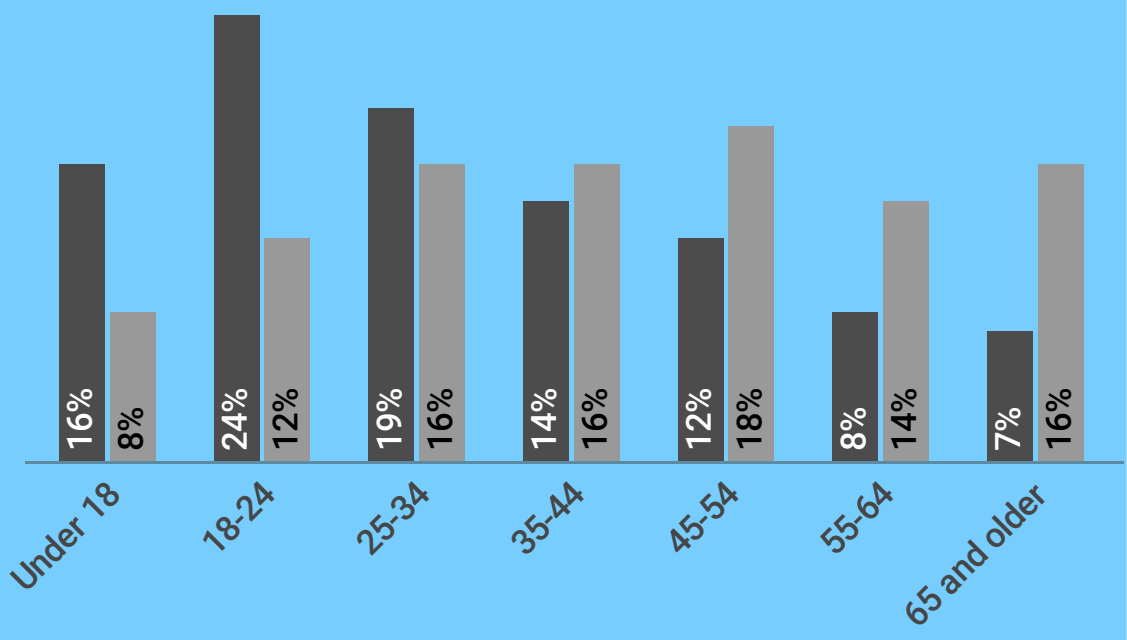


36% of men and 64% of women consider themselves to be heavy social media users.

● Male ● Female

## Age

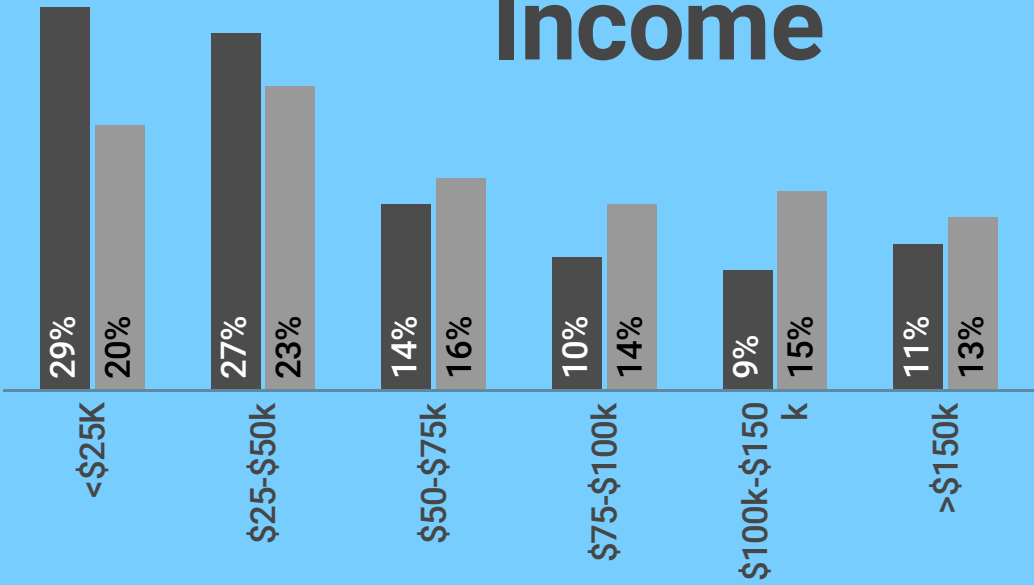
18-24 year olds are most likely to be classified as heavy social media users.



● Heavy Social Media Users ● General Population

# Core Demographics

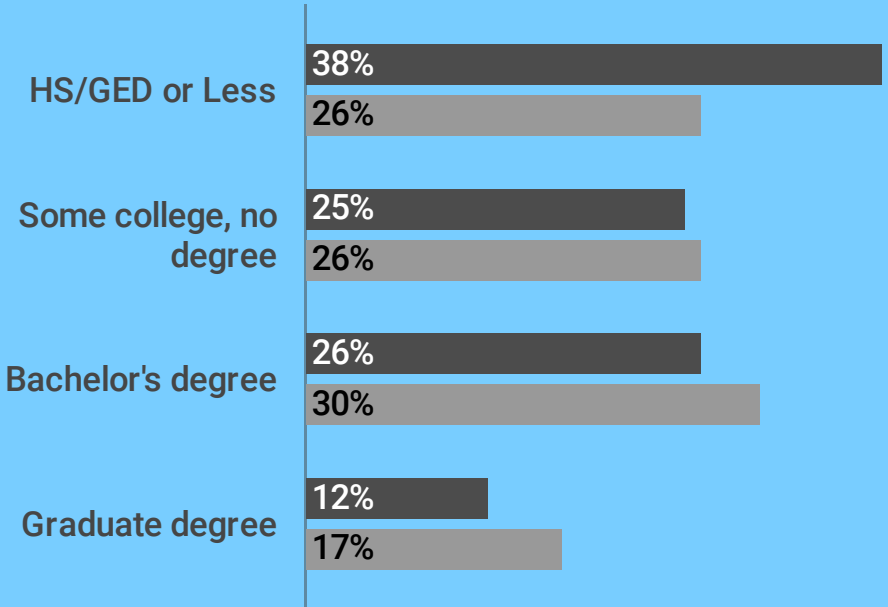
## Income



Income is inversely related to social media usage. The more someone makes annually, the less time he or she spends on social media.

● Heavy Social Media Users ● General Population

## Education



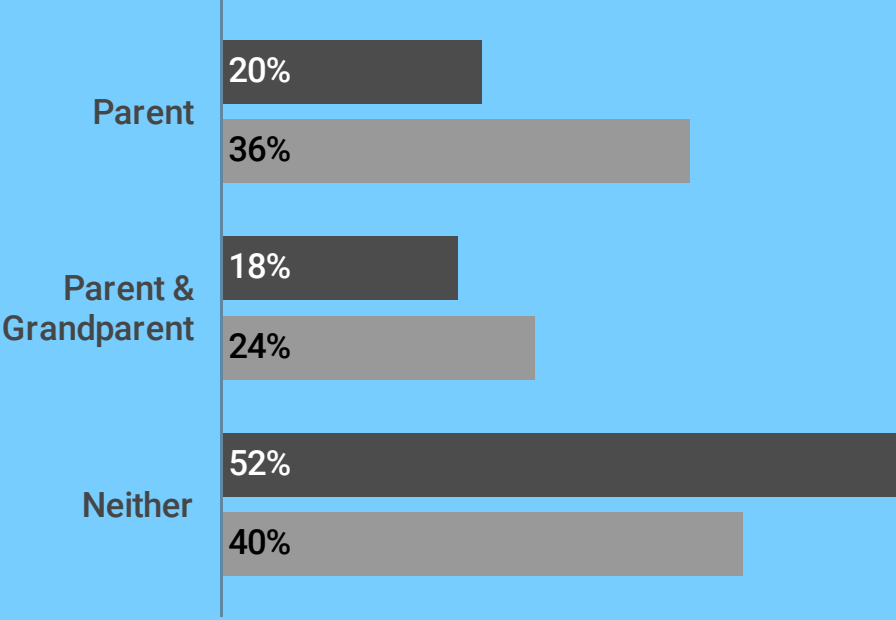
A more advanced degree typically indicates less time spent on social media.

● Heavy Social Media Users ● General Population

# Core Demographics

## Parental Status

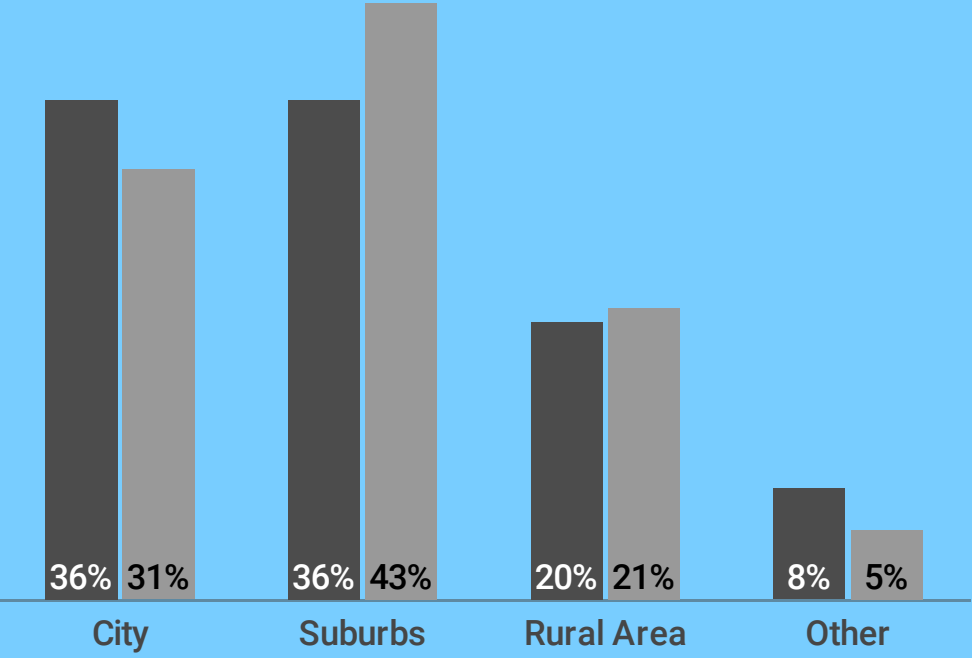
People who aren't parents or grandparents are more likely to be heavy social media users



● Heavy Social Media Users ● General Population

## Residential Area

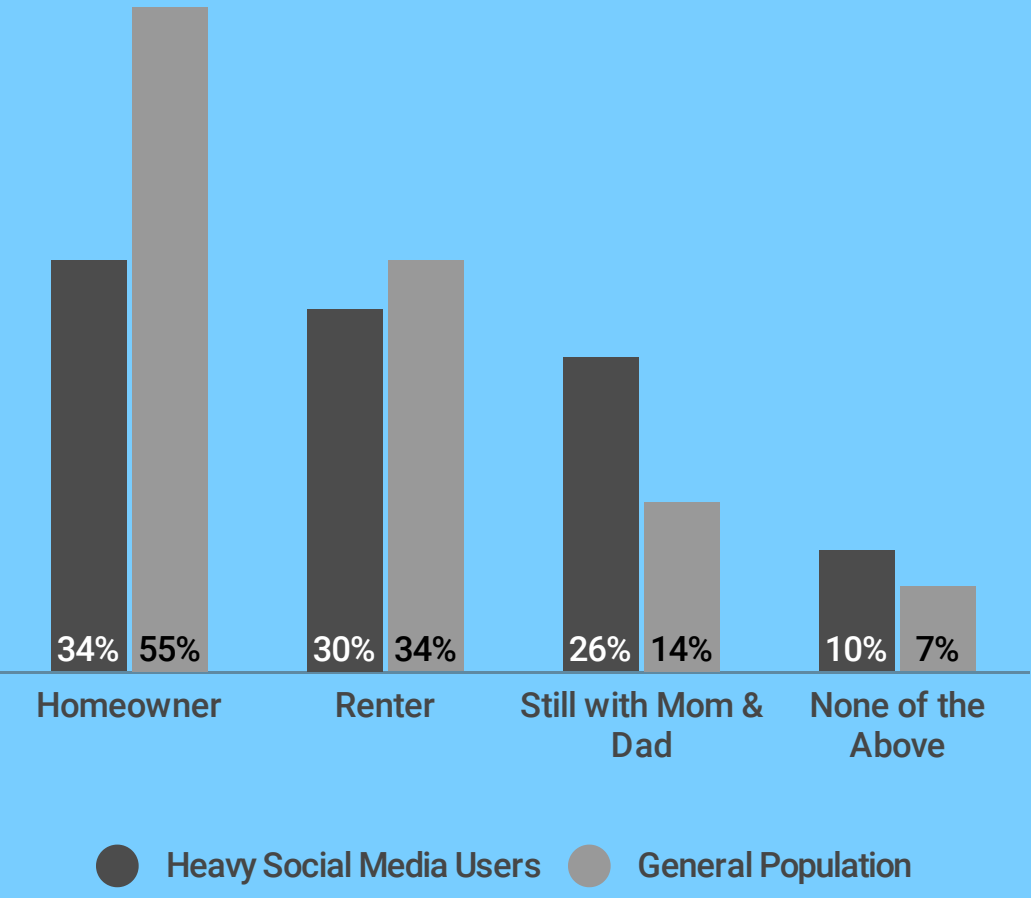
City-dwellers are more likely to be heavy social media users.



● Heavy Social Media Users ● General Population

# Core Demographics

## Residential Status

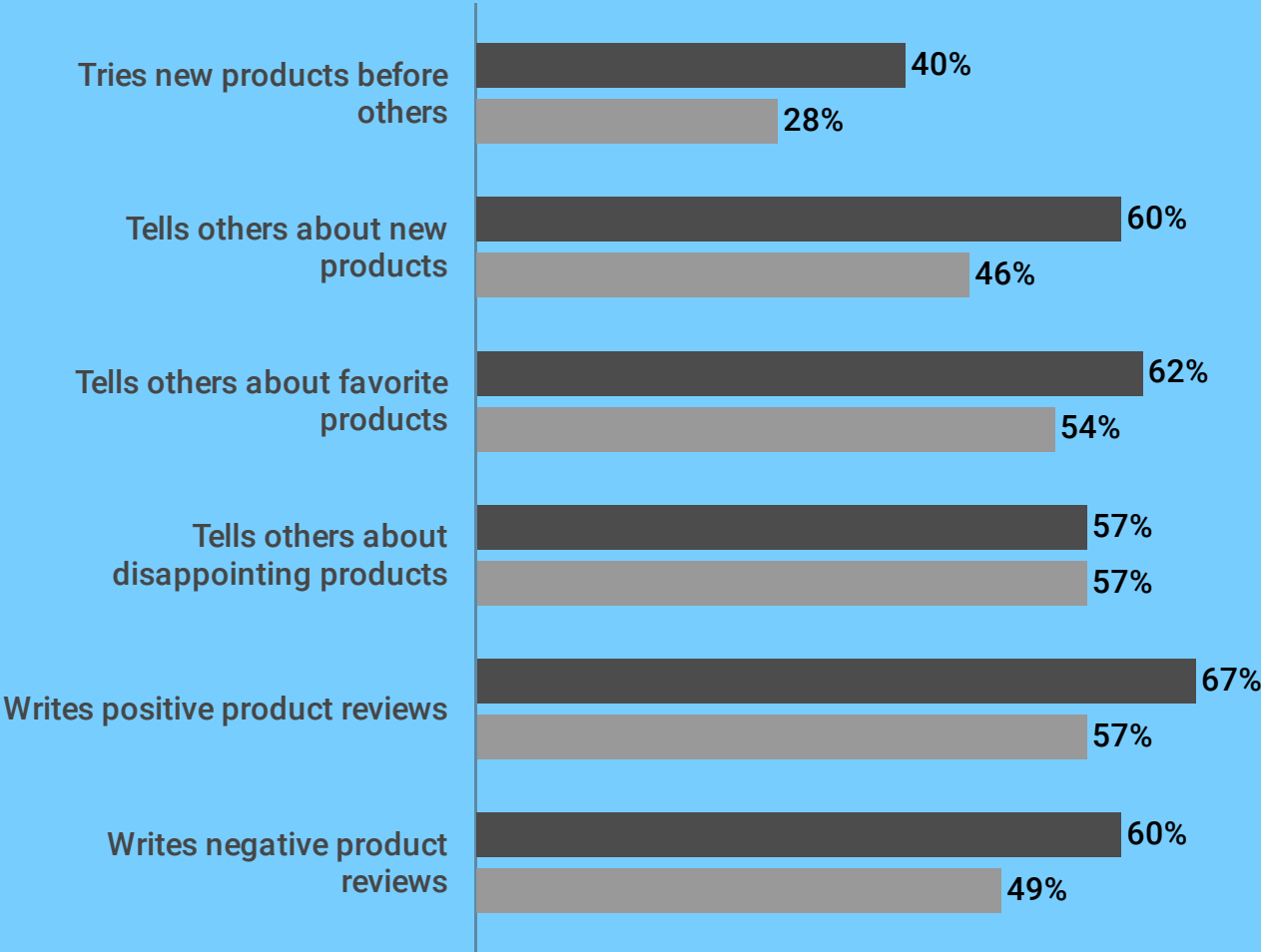


People who still live with their parents are much more likely to be heavy social media users. This is likely connected to age.

In regards to social media usage, typically the younger the person, the more likely they are to be heavy social media users. Income is inversely related to social media usage, and women are more likely to be heavy social media users.

# Market Maven

The Market Maven index aims to identify the extent to which segments adopt new products and brands, and share their opinions with others.

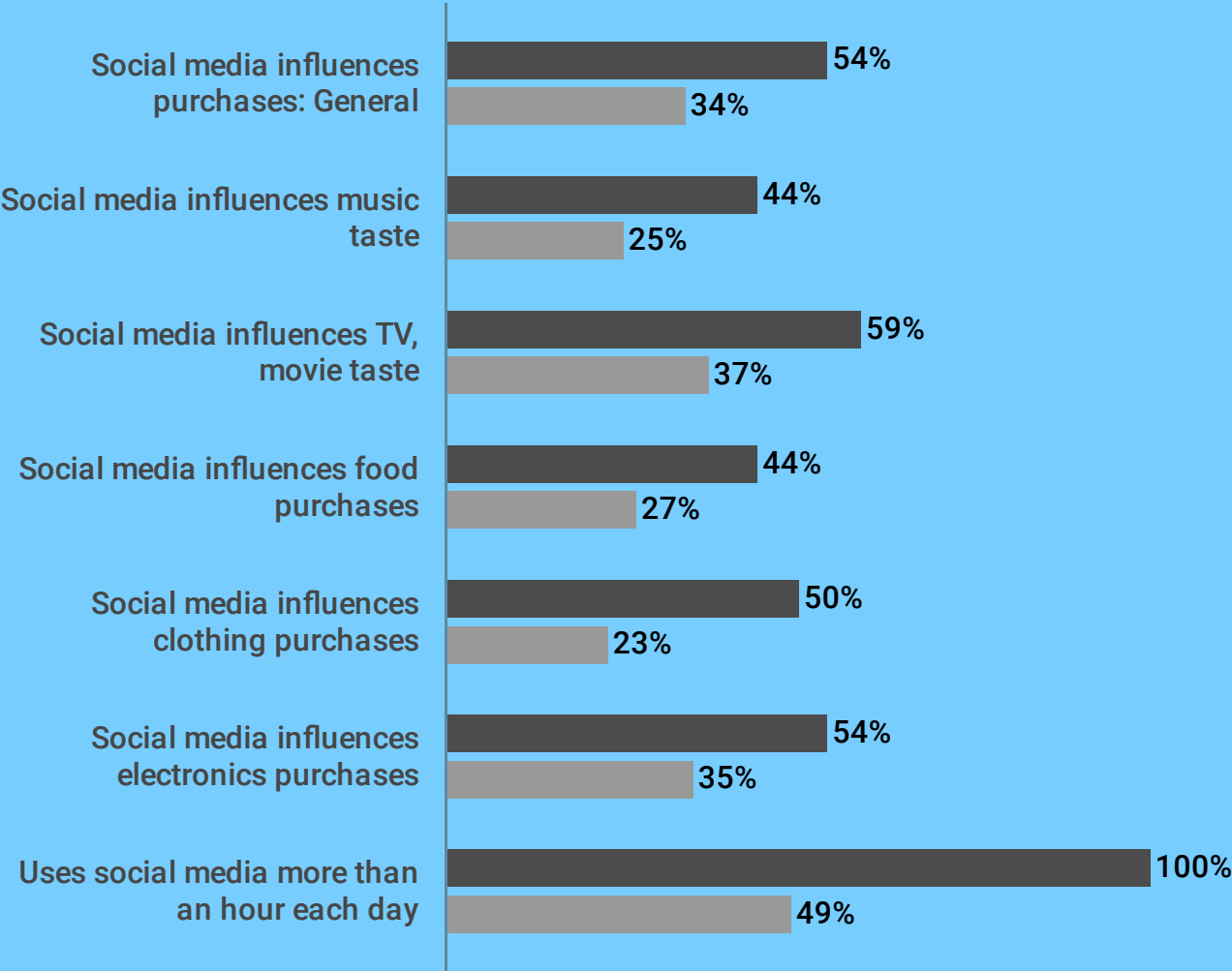


● Heavy Social Media Users Percentage ● General Population Percentage

Heavy social media users over-index as market mavens. They're more likely to try new products before others, as well as tell other about new and favorite products. Considering they're a younger audience overall, winning over heavy social media users can benefit brands, to an extent. They're more likely to write positive product reviews, but also more likely to write negative product reviews.

# Social Media Influence

The Social Media Influence index aims to identify the impact social media has on respondents' preferences and behavior.

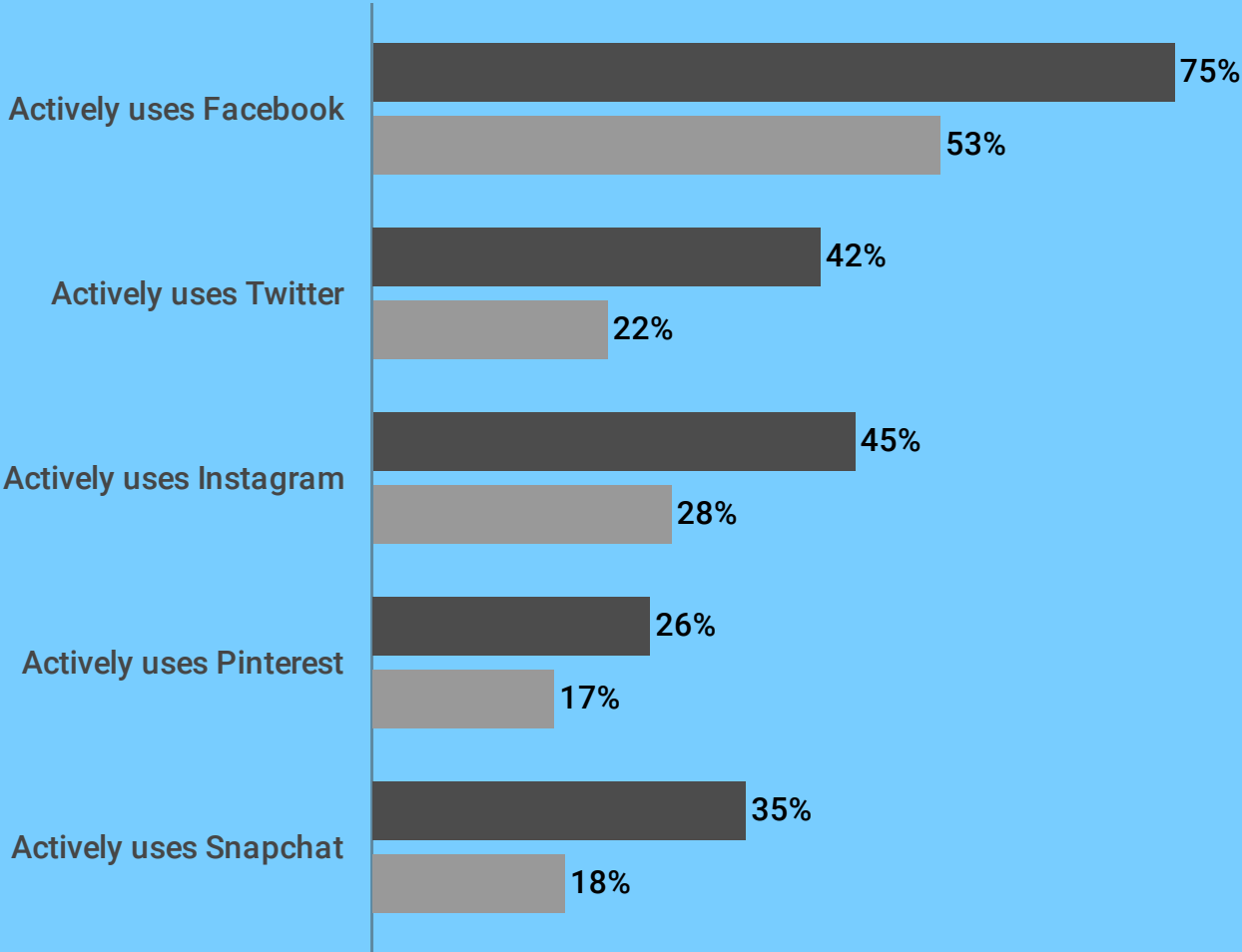


● Heavy Social Media Users Percentage ● General Population Percentage

Considering the time spent on social media on a daily basis, it's not surprising heavy social media users are more likely to be influenced by platforms when it comes to purchasing behaviors in general. They are twice as likely as the general population to be influenced by social media in regards to clothing purchases.

# Social Media Platforms

The Social Media Platforms index aims to identify how often respondents visit or use major social media sites and apps.



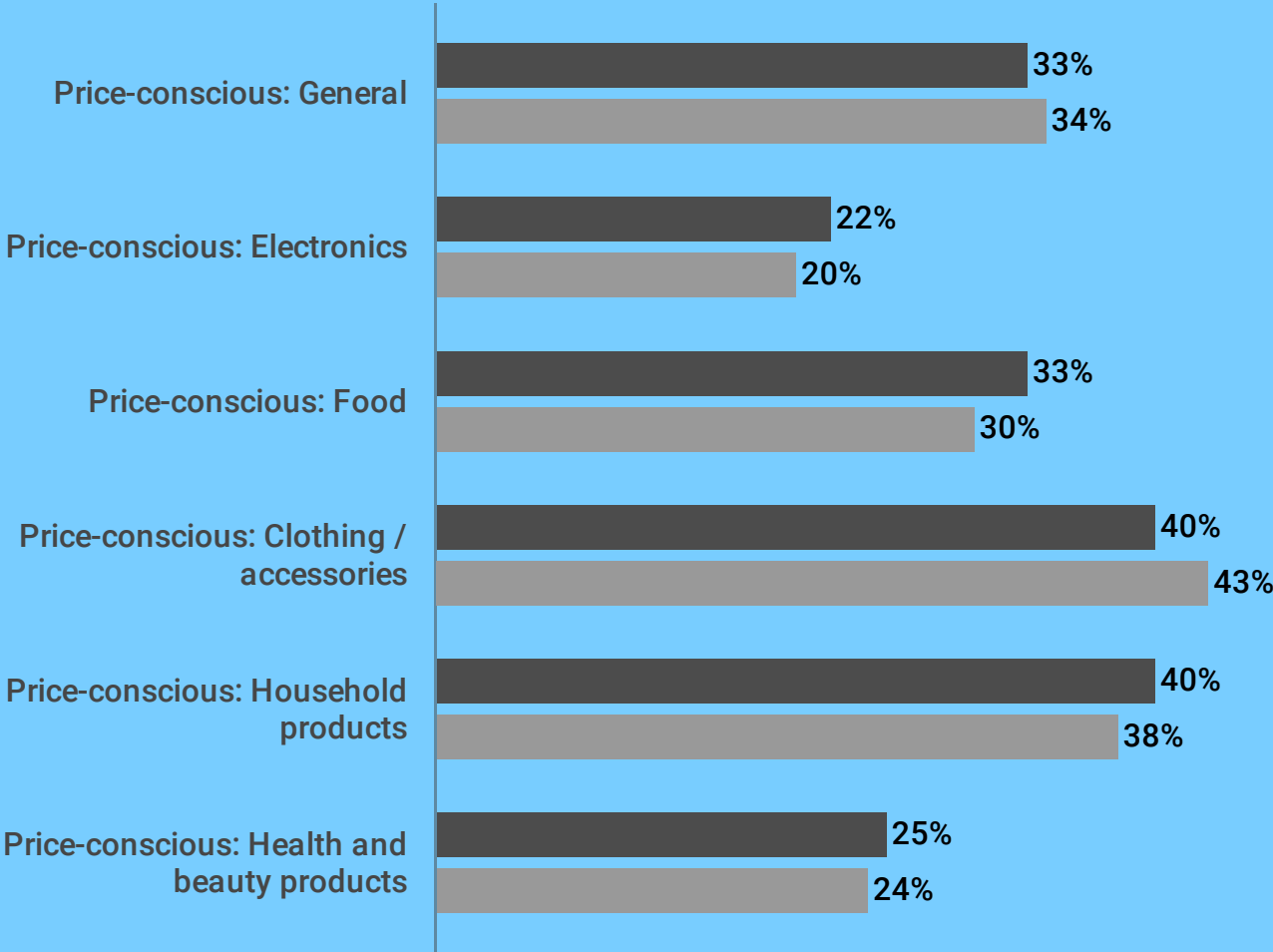
● Heavy Social Media Users Percentage ● General Population Percentage

Heavy social media users actively use more social media compared to the general population. They are more than 2x likely to actively use Twitter, and nearly twice as likely to actively use Snapchat.



# Price Sensitivity

The Price Sensitivity index aims to identify the extent to which segments are price-conscious when shopping, both as a whole and across specific categories.

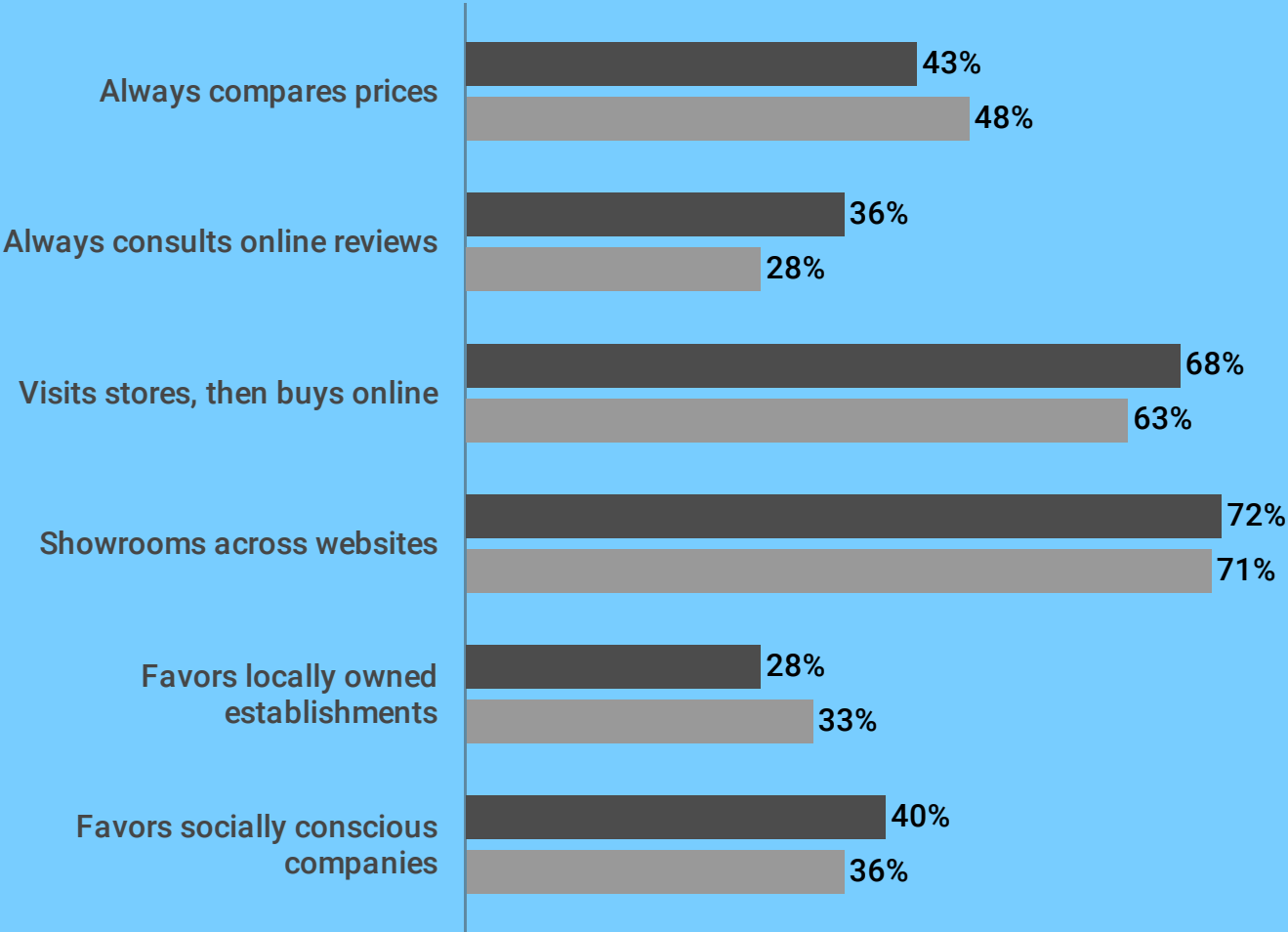


● Heavy Social Media Users Percentage ● General Population Percentage

On the whole, heavy social media users are more likely to be price sensitive as compared to the general population. They are less price sensitive to clothing/accessories, which aligns with their influences on social media.

# Informed Consumer

The Informed Consumer index aims to identify the extent to which segments do research about companies and products before shopping.

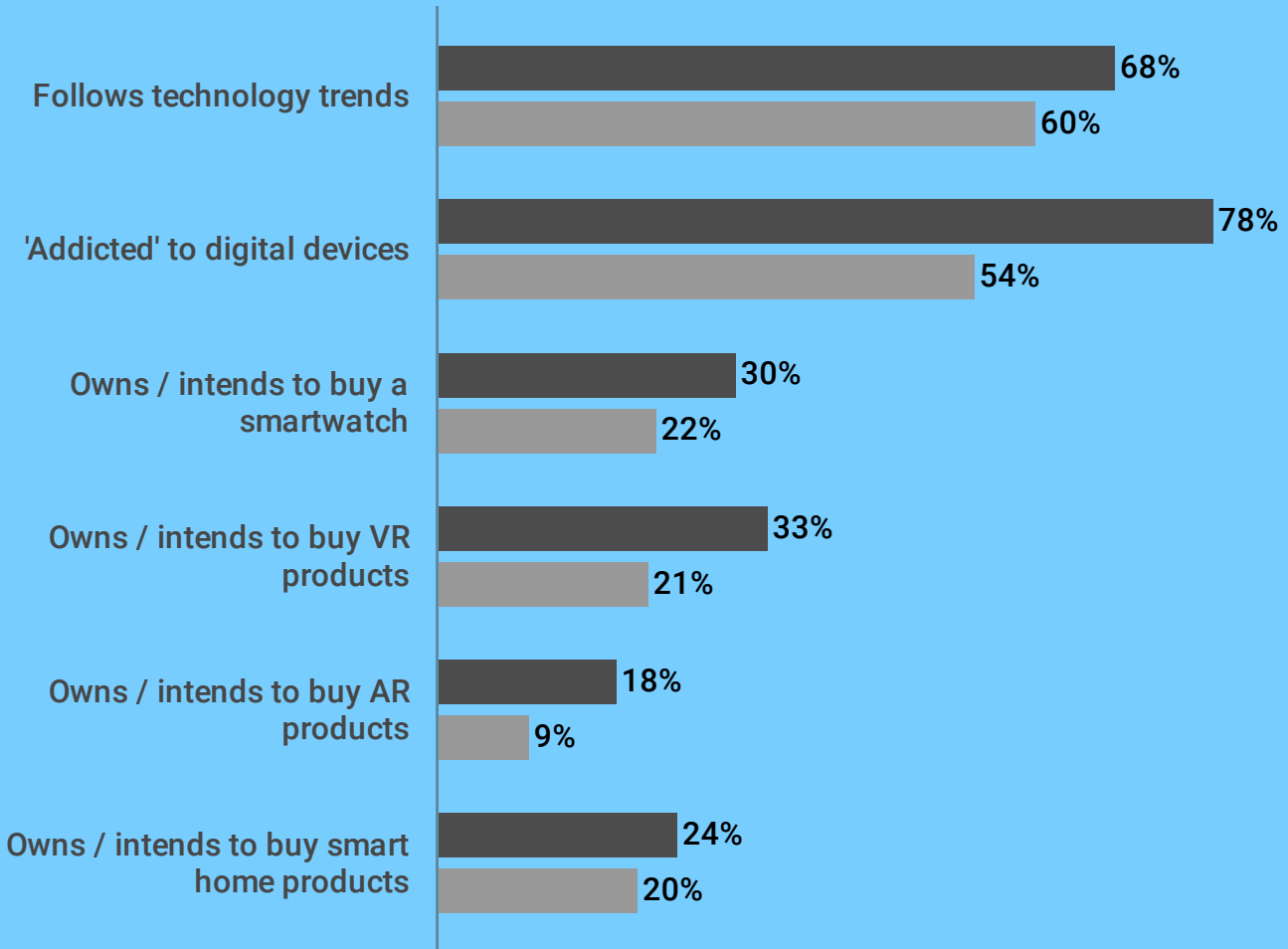


● Heavy Social Media Users Percentage ● General Population Percentage

When it comes to the informed consumer index, heavy social media users' behavior reflects their constantly online lifestyle. They are more likely to showroom across websites and visit stores, but buy online. Reflecting younger consumer behaviors, heavy social media users are more likely to favor socially conscious companies.

# Tech Savvy

The Tech Savvy index aims to identify the extent to which segments use their digital devices and are informed about and aware of new technology.

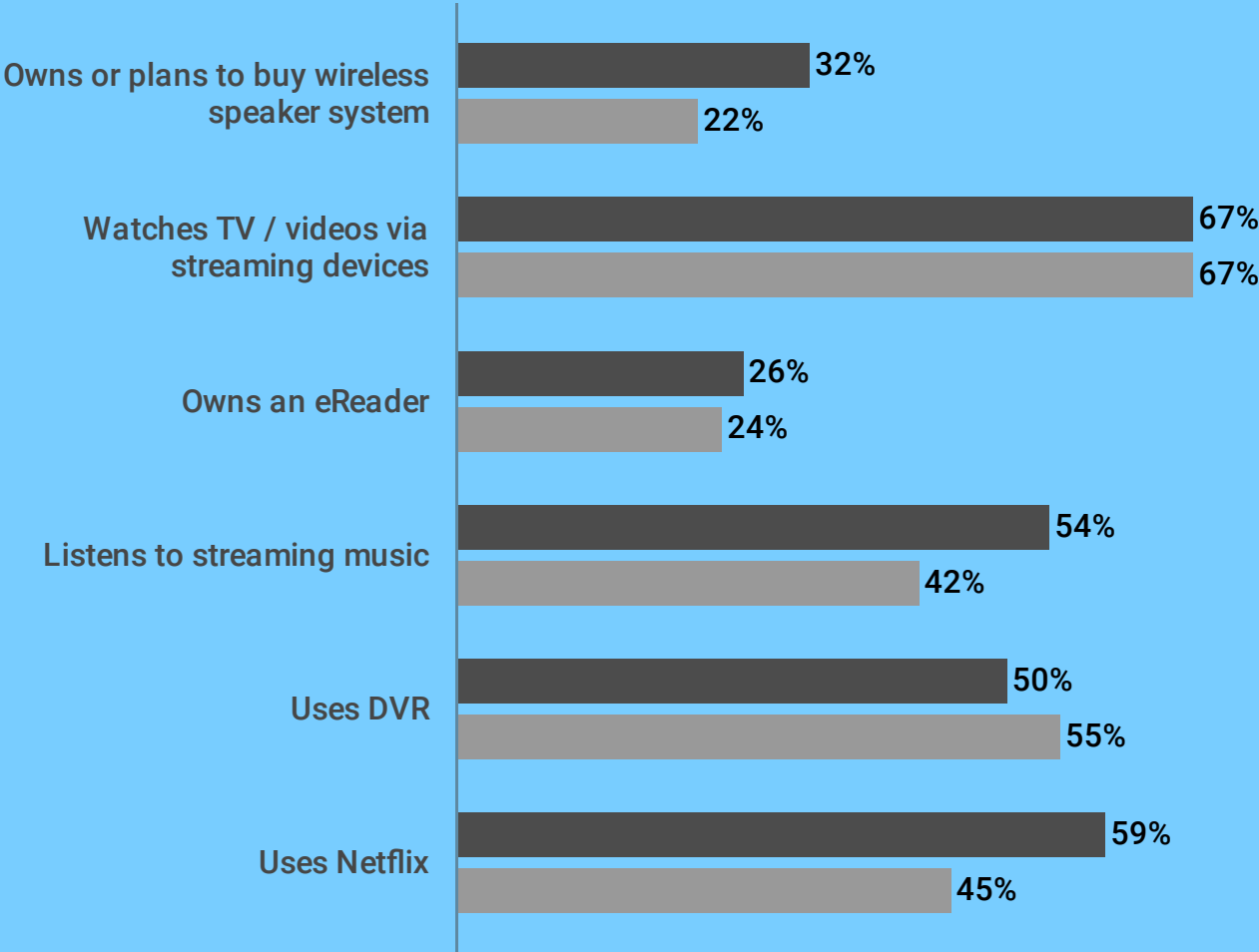


● Heavy Social Media Users Percentage ● General Population Percentage

Being online often, it's no surprise heavy social media users over-index in all tech-savvy behaviors. They are 2x more likely than the general population to own or want to own AR products. Considering the time spent on social media a day, it is unsurprising that heavy social media users are self-admittedly addicted to their digital devices. Overall, they follow technology trends more than the general population.

# Entertainment Technology

The Entertainment Technology index aims to identify the extent to which segments consume media via non-traditional methods or platforms.

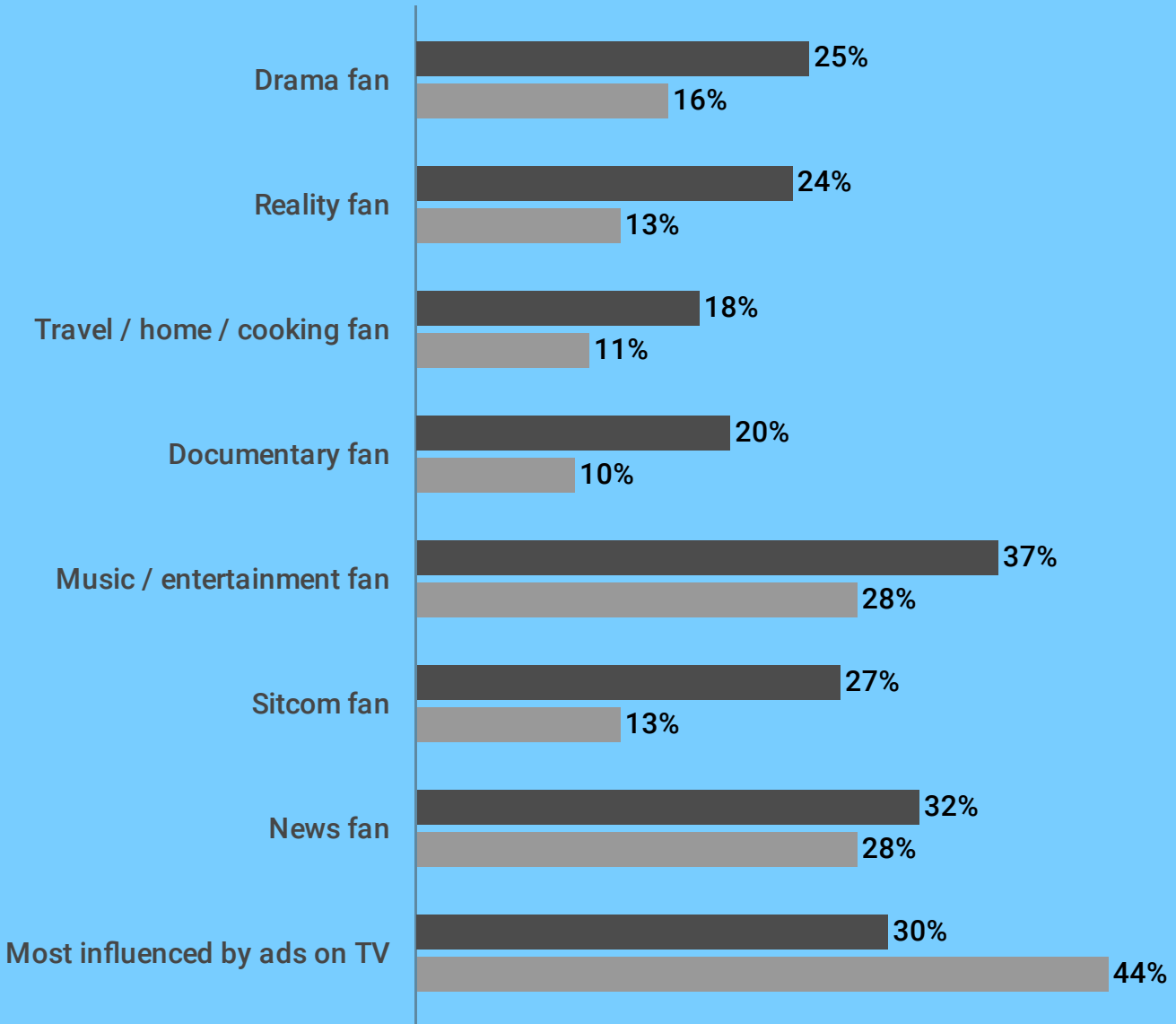


● Heavy Social Media Users Percentage ● General Population Percentage

Reflecting the tech savvy index, heavy social media users are more likely to own or plan to buy a wireless speaker system. While they are overall more tech savvy, heavy social media users are no less likely than the general population to watch videos via streaming devices. Heavy social media users are more likely to consume media through online platforms, like streaming music or using Netflix.

# TV Viewing

The TV Viewing index aims to identify the extent to which segments watch various genres of TV and are influenced by what they see on TV.

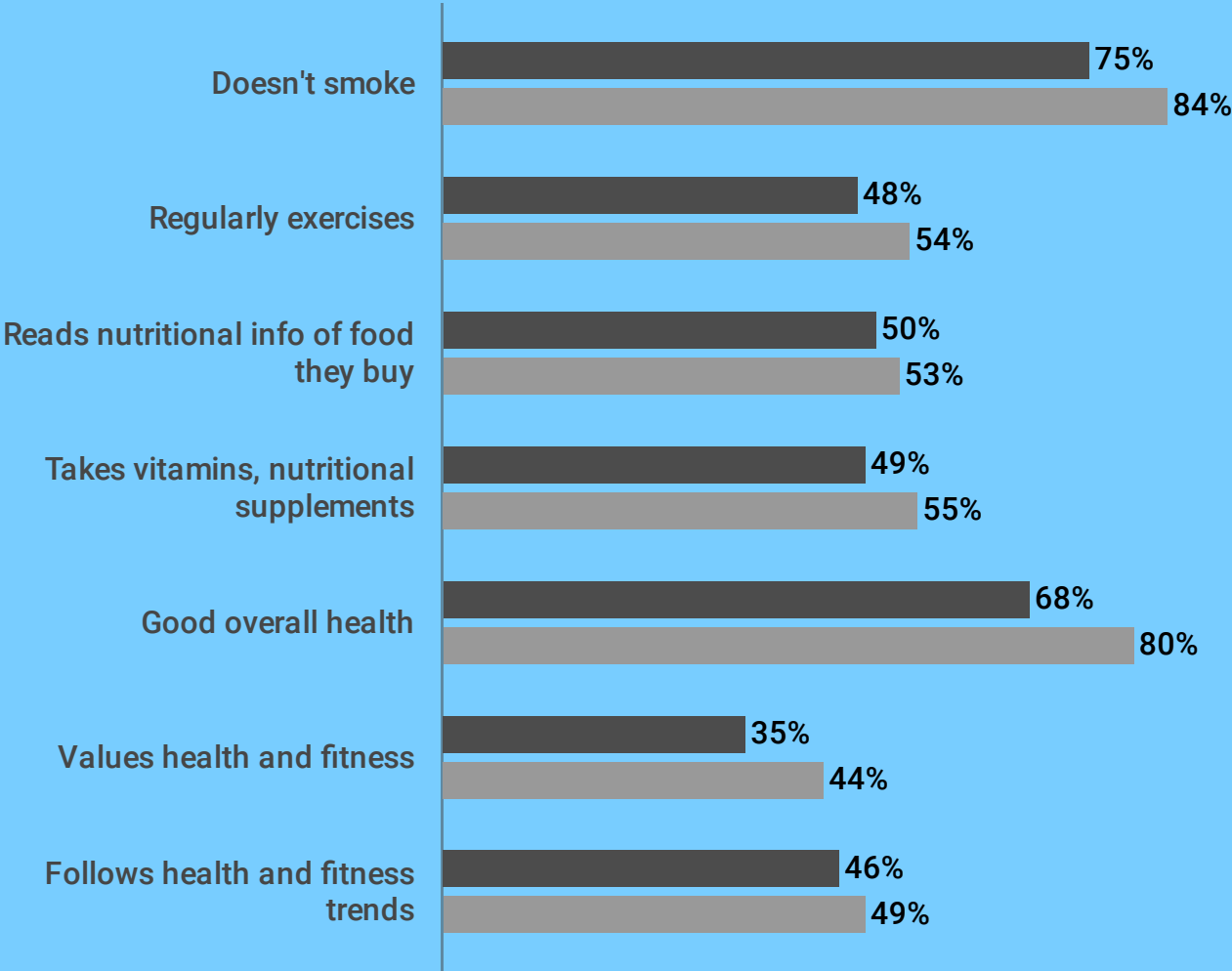


● Heavy Social Media Users Percentage ● General Population Percentage

Heavy social media users over-index across the board when it comes to TV viewing behaviors. They're twice as likely to be fans of documentary, reality and sitcom fans. However, heavy social media users are much less likely than the general population to be most influenced by ads on TV--this might suggest heavy social media users are using streaming services, like Netflix, to watch TV.

# Health & Wellness

The Health & Wellness index aims to identify the extent to which segments monitor and maintain their health and well-being.

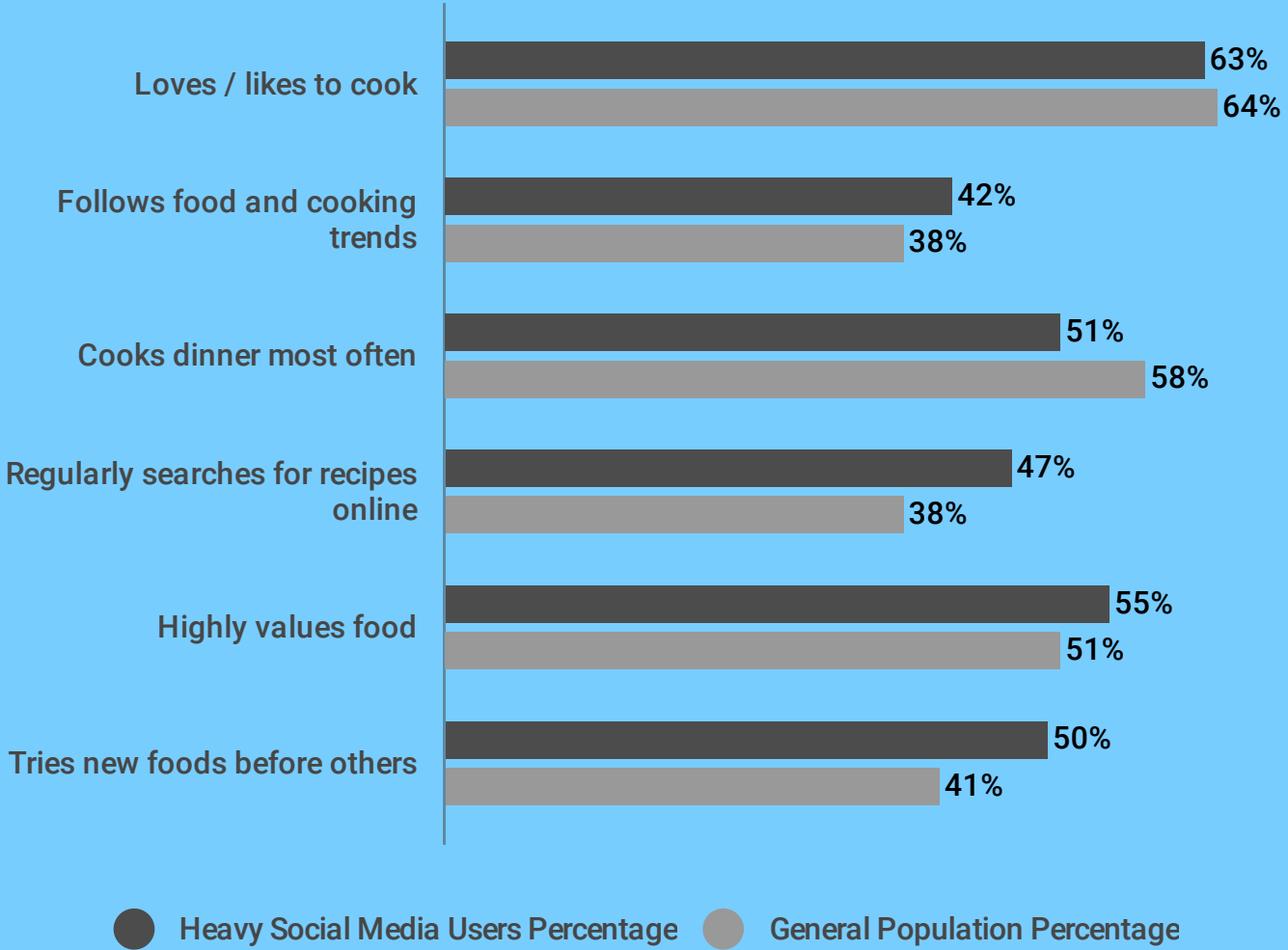


● Heavy Social Media Users Percentage ● General Population Percentage

Heavy social media users under-index in health and wellness behaviors. Overall, they are less likely to consider themselves in good health. While heavy social media users follow many trends, including tech and new products, they are less likely to follow health and fitness trends.

# Food & Cooking

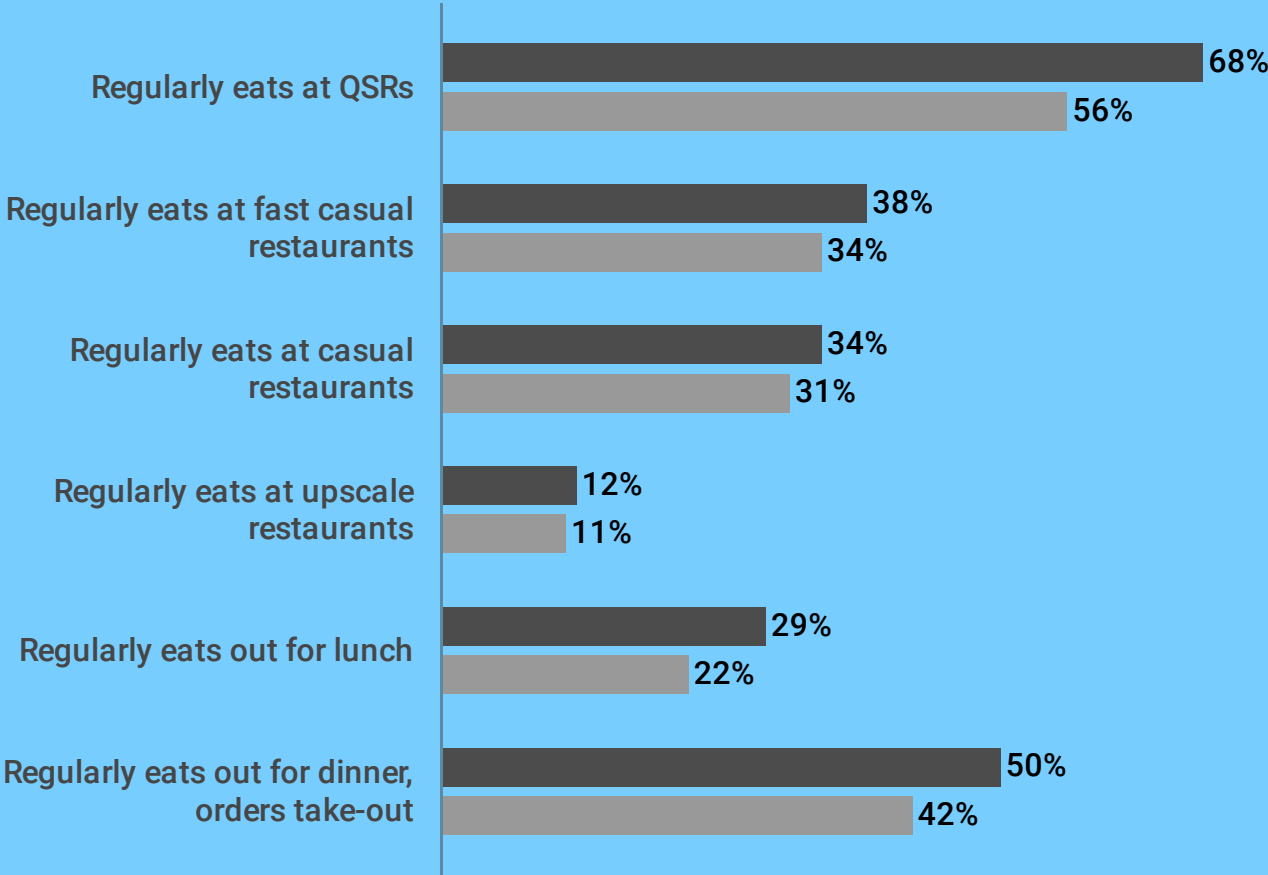
The Food & Cooking index aims to identify how passionate segments are about food and how often they cook.



Echoing other early adopter and online behavior trends, heavy social media users are more likely to follow food and cooking trends, as well as search online for recipes. They are more likely to try new foods before others do. They are slightly more likely to highly value food.

# Dining Out

The Dining Out index aims to identify how often segments eat meals outside of their home and at what types of restaurants.



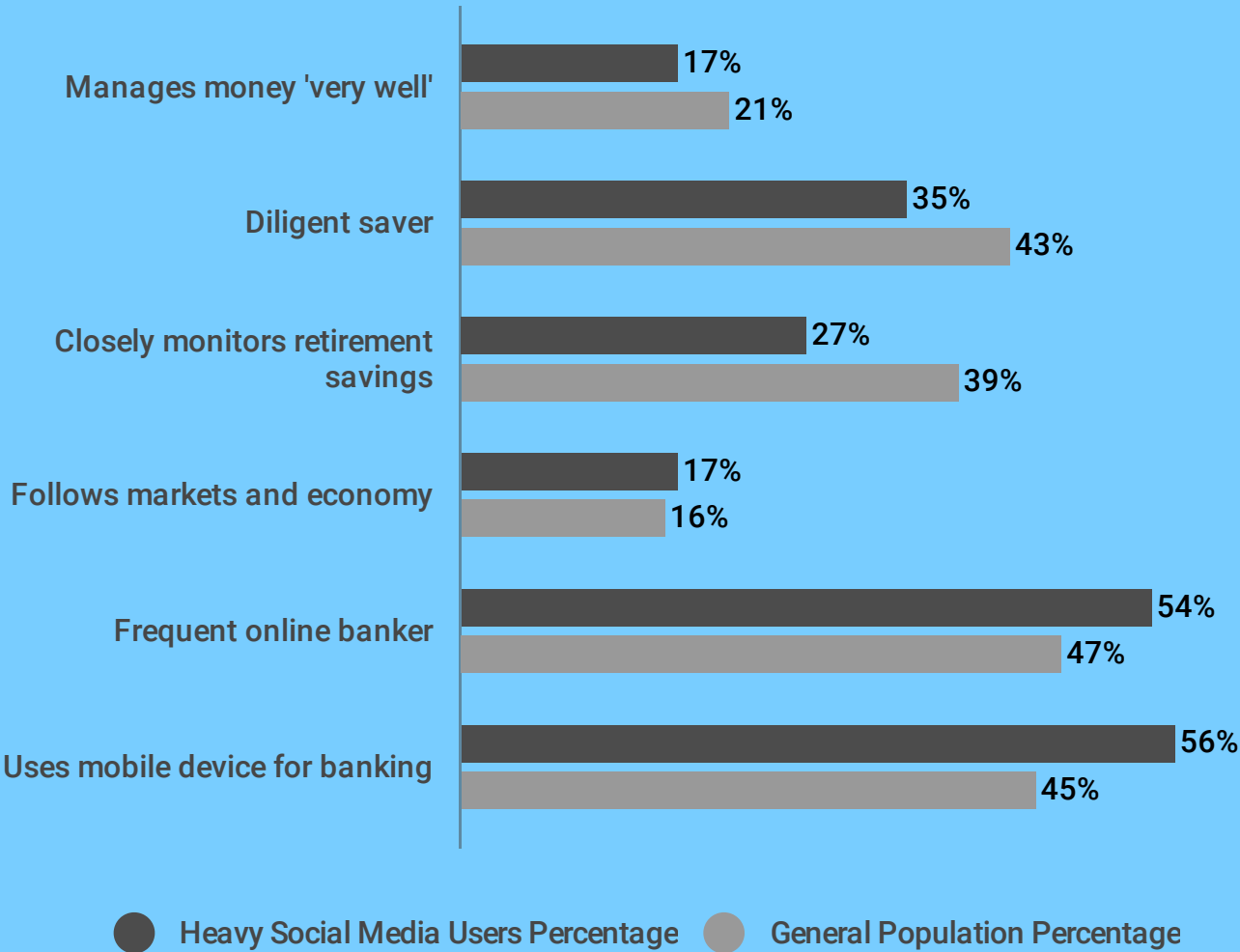
● Heavy Social Media Users Percentage ● General Population Percentage

Heavy social media users are more likely to eat outside of the home overall, which mirrors their at home cooking behaviors. They are most likely to eat at QSRs, followed by fast casual restaurants.



# Money Manager

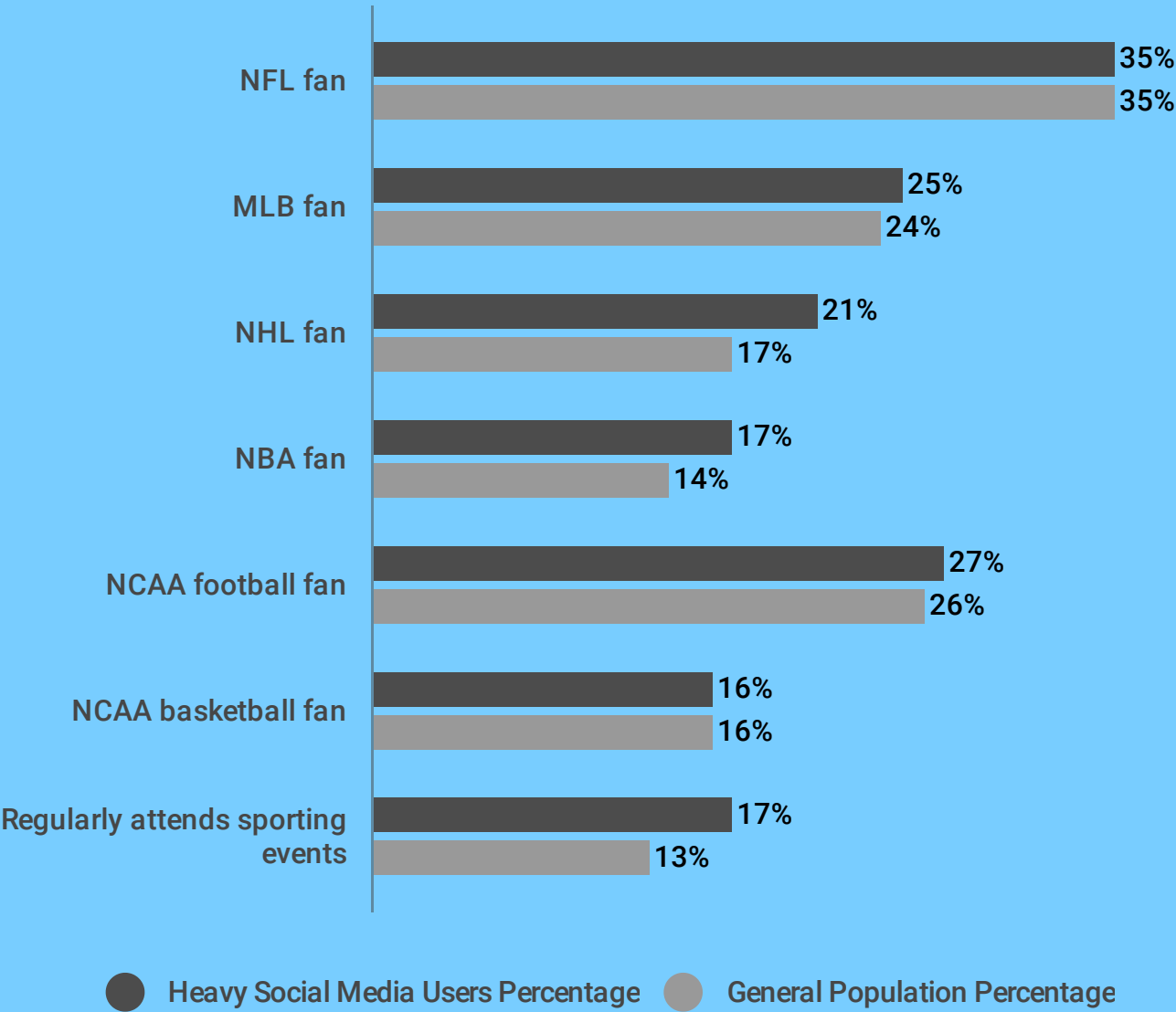
The Money Manager index aims to identify the extent to which population segment manage their personal finances and keep up with financial news.



Heavy social media users under-index on money saving behaviors as compared to the general population. Reflecting many of their technology engagement behaviors, heavy social media users are more likely to bank online and use their mobile devices for banking.

# Sports Fan

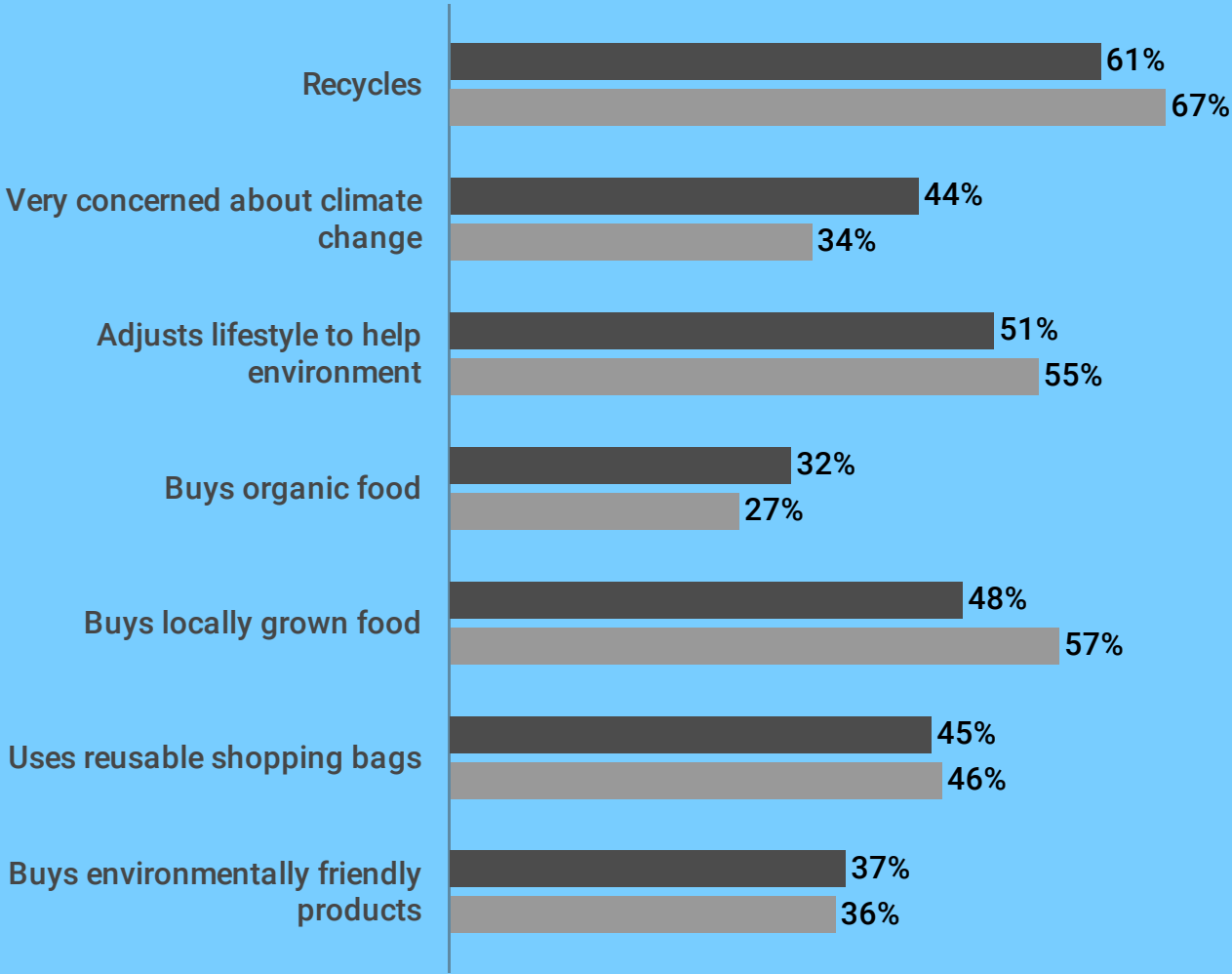
The Sports Fan index aims to identify the extent to which segments are interested in different types of sports.



Heavy social media users closely reflect the general population when it comes to sports fan behaviors. They are slightly more likely to follow sports leagues, and more likely to regularly attend attend sporting events.

# Environmental Consciousness

The Environmental Consciousness index aims to identify the extent to which segments alter their lifestyle for the environment, and measures overall concern about environmental issues.

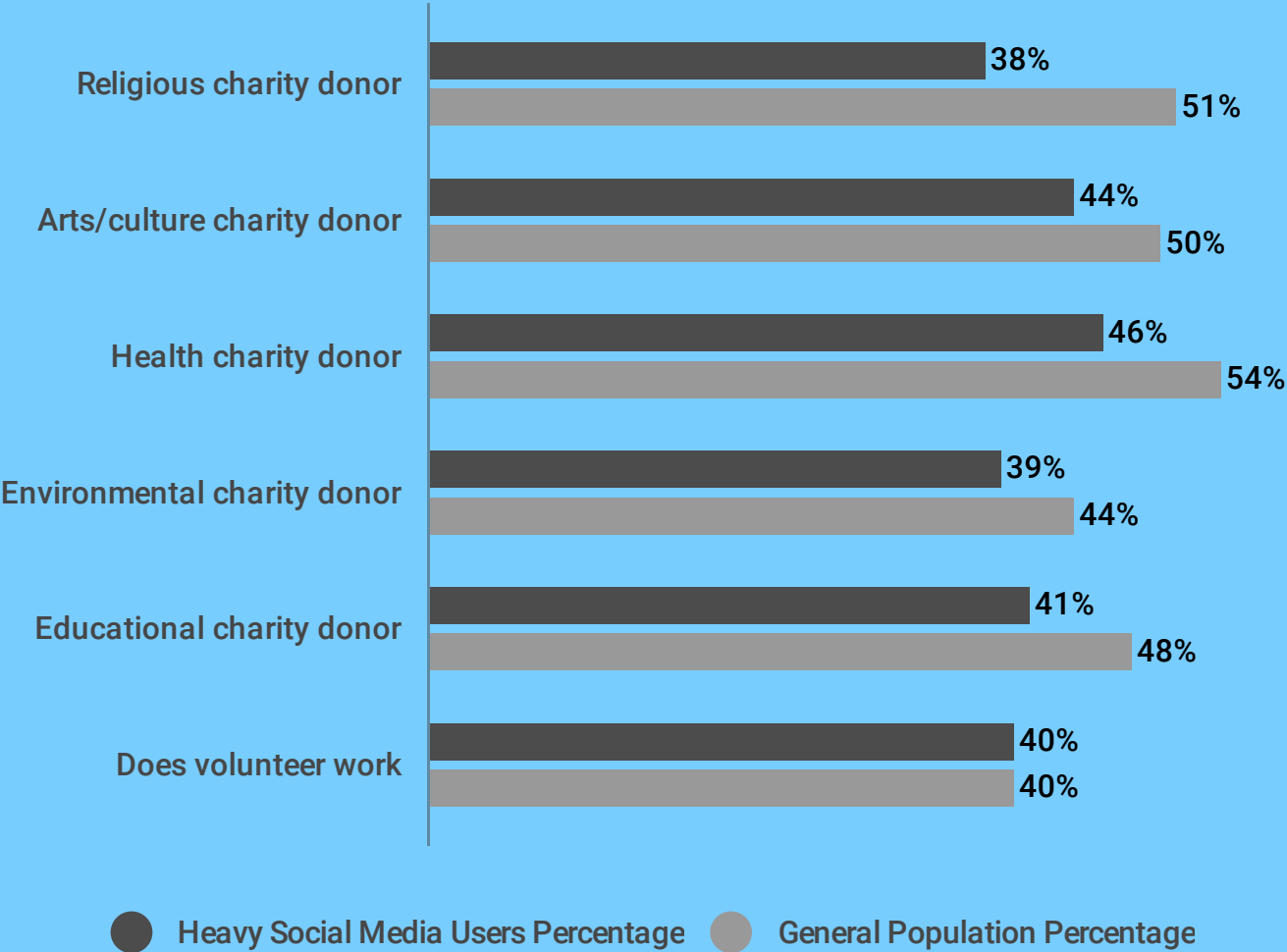


● Heavy Social Media Users Percentage ● General Population Percentage

Heavy social media users are more concerned about climate change than the general population, however; they under-index on environmental behaviors. In line with their interest in food and eating trends, they are slightly more likely to purchase organic foods.

# Charitable Giving

The Charitable Giving index aims to identify how generous segments are with their time and money.



Heavy social media users under-index when it comes to charitable giving. Considering their concern about climate change, it's surprising that they are less likely to donate to environmental charities. Overall, heavy social media users are less likely to make a higher income, which could perhaps explain this behavior

# Index Summary

Index	Heavy Social Media Users	General Population
Market Maven	121	100
Social Media Influence	176	100
Social Media Platforms	168	100
Price Sensitivity	103	100
Informed Consumer	104	100
Tech Savvy	145	100
Entertainment Technology	118	100
TV Viewing	153	100
Health & Wellness	89	100
Food & Cooking	108	100
Dining Out	118	100
Money Manager	96	100
Sports Fan	112	100
Environmental Consciousness	102	100
Charitable Giving	87	100