



eMarketer US **Social Usage StatPack 2017**

Presented by



Overview

The **eMarketer US Social Usage StatPack 2017** contains charts, key stats, trends and forecasts that you can keep at your fingertips all year long.

The StatPack is broken out into three sections:

- Social Network Usage in the US
- The Impact of Mobile
- Usage by Platform: From Facebook to Snapchat



Social Media is the Backbone for Customer Experience Management

We live in a world that has been reshaped by social. Today, customers are connected and empowered like never before.

Learn how the world's top CMOs are driving transformation around the customer at sprinklr.com/unenterprise

The Conversation Around Customer Experience By The Numbers

Mentions

2,230,978

Previous Period 25.4K ▲ 8685.8%

Owned Mentions

673

Previous Period 200 ▲ 236.5%

Earned Mentions

2,230,305

Previous Period 25.2K ▲ 8752.88%

Overall Mentions Of Customer Experience On Social Media

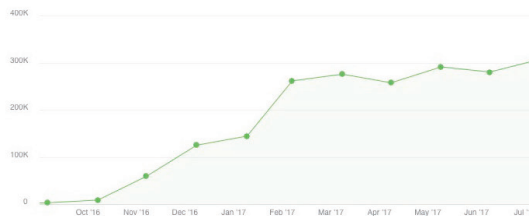
Current Time Period

2,230,999

Percentage Change 8685.88%

Previous Time Period

25,393



Positive Or Negative Mentions About Customer Experience On Social

Positive Mentions

861,705

Previous Period 7K ▲ 12145.35%

Neutral Mentions

1,026,754

Previous Period 3.4K ▲ 30223.51%

Negative Mentions

106,336

Previous Period 213 ▲ 49823%



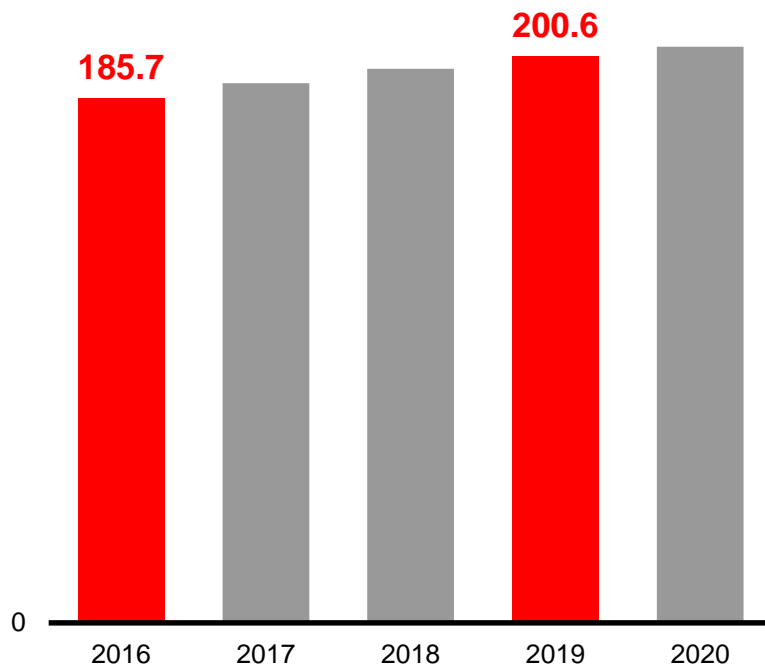
*The data in these charts reflects Sprinklr Listening data on the topic "Customer Experience" and related variants from 9/26/16 to 9/25/17.

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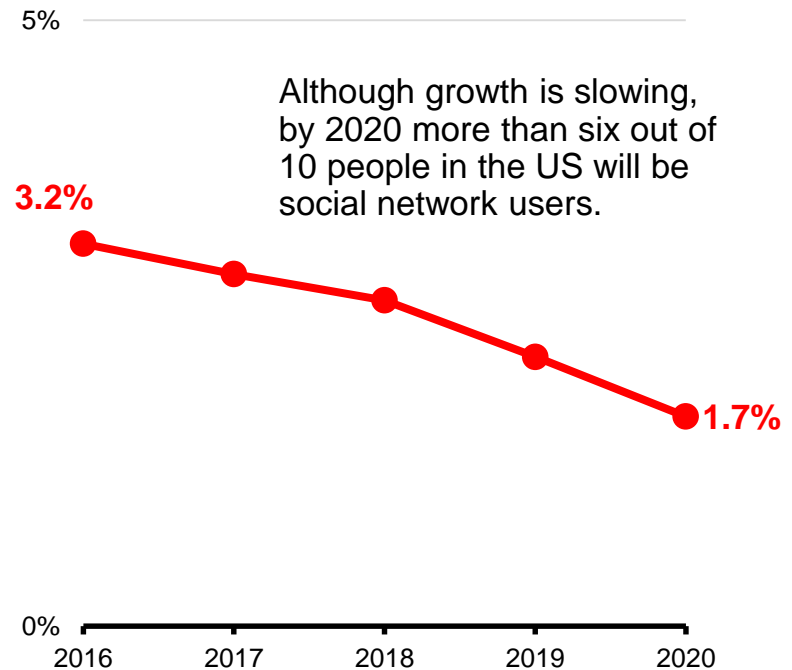
Social Network Usage in the US

The US **social network** user population will surpass 200 million in 2019

250

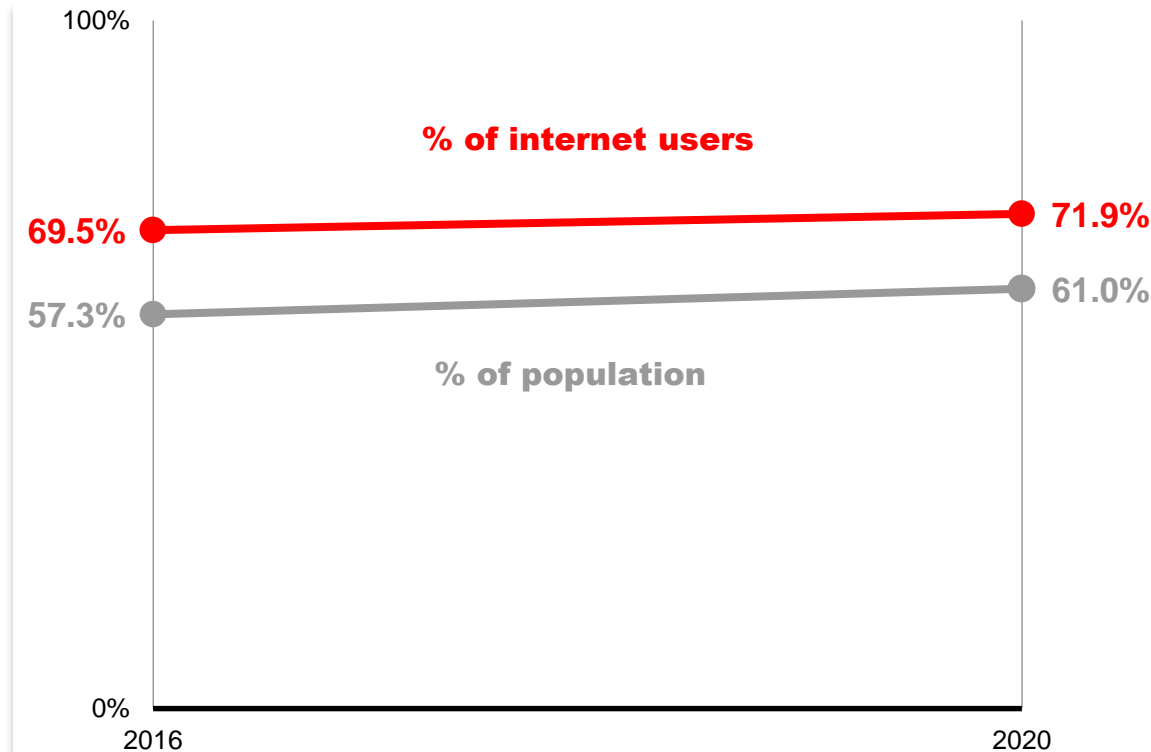


US Social Network Users (millions)



US Social Network Users (% change)

By 2020, more than seven out of 10 US internet users will use social networks



US Social Network User Penetration (% of internet users, % of population)

Social network users

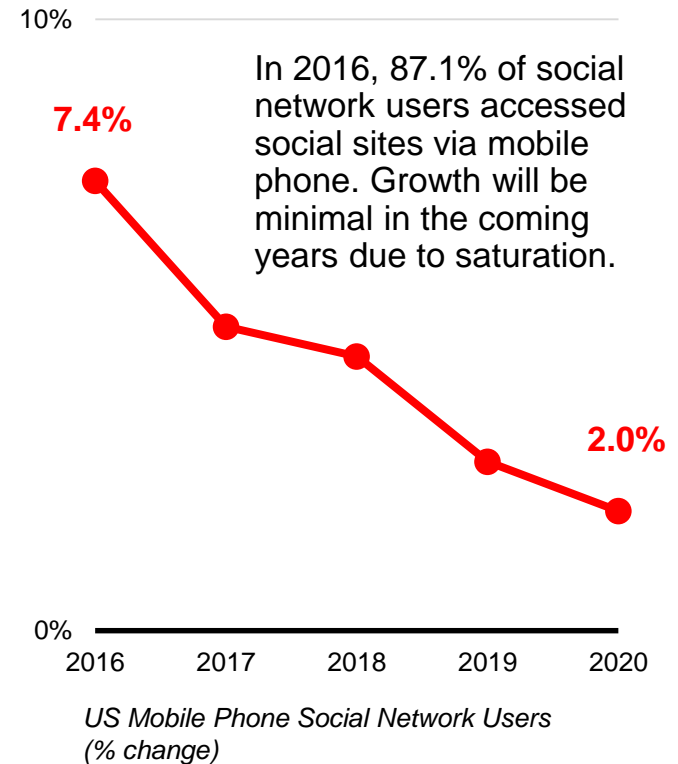
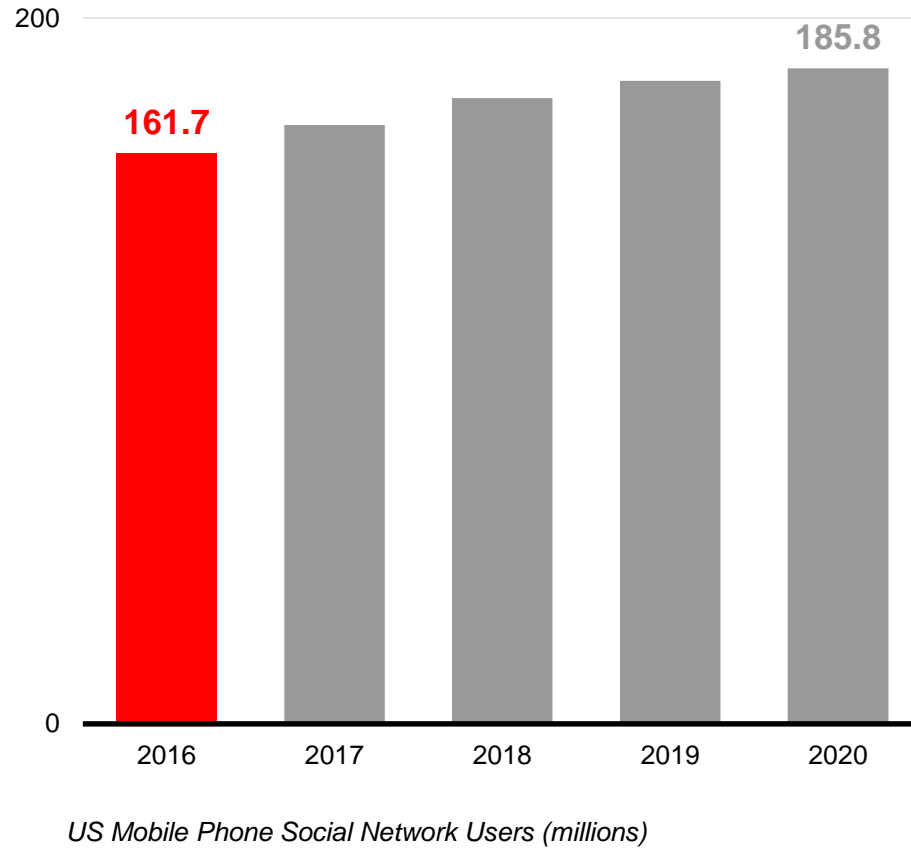
defined: Internet users of any age who use social networks via any device at least once per month.

Social networks defined:

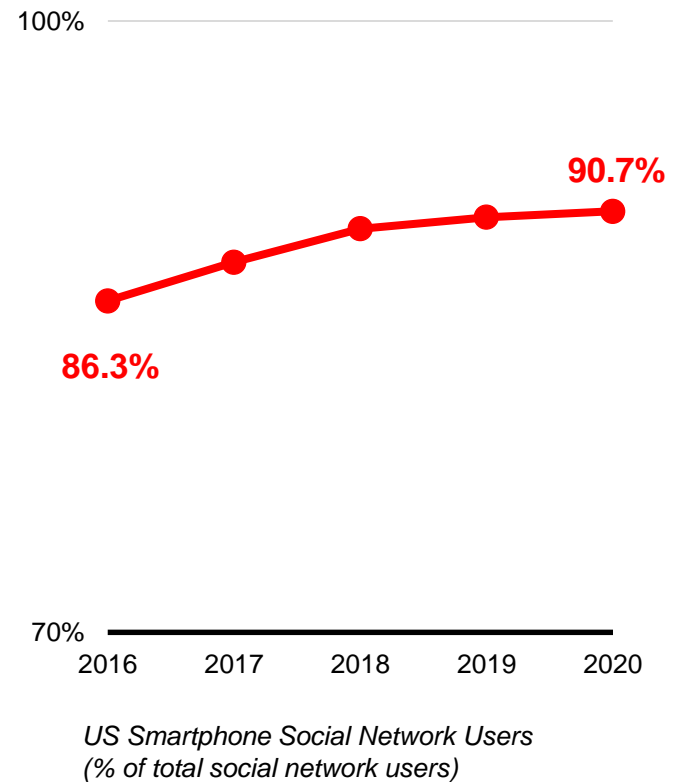
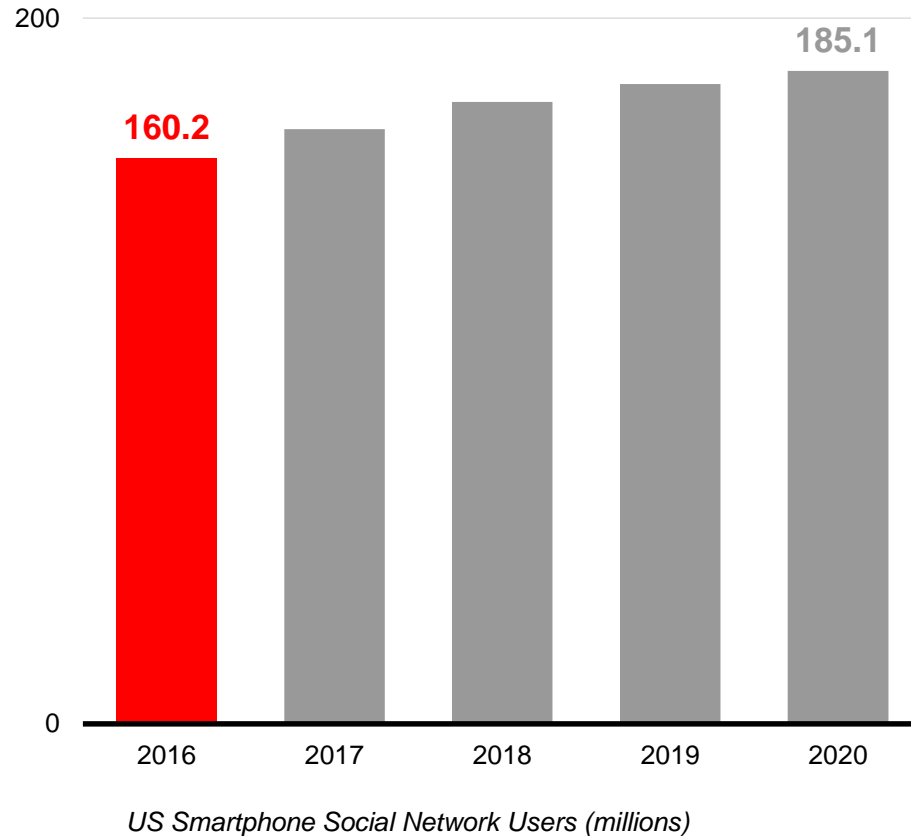
Sites where the primary activities involve creating a profile and interacting with a network of contacts by sharing status updates, comments, photos or other content.

The Impact of Mobile

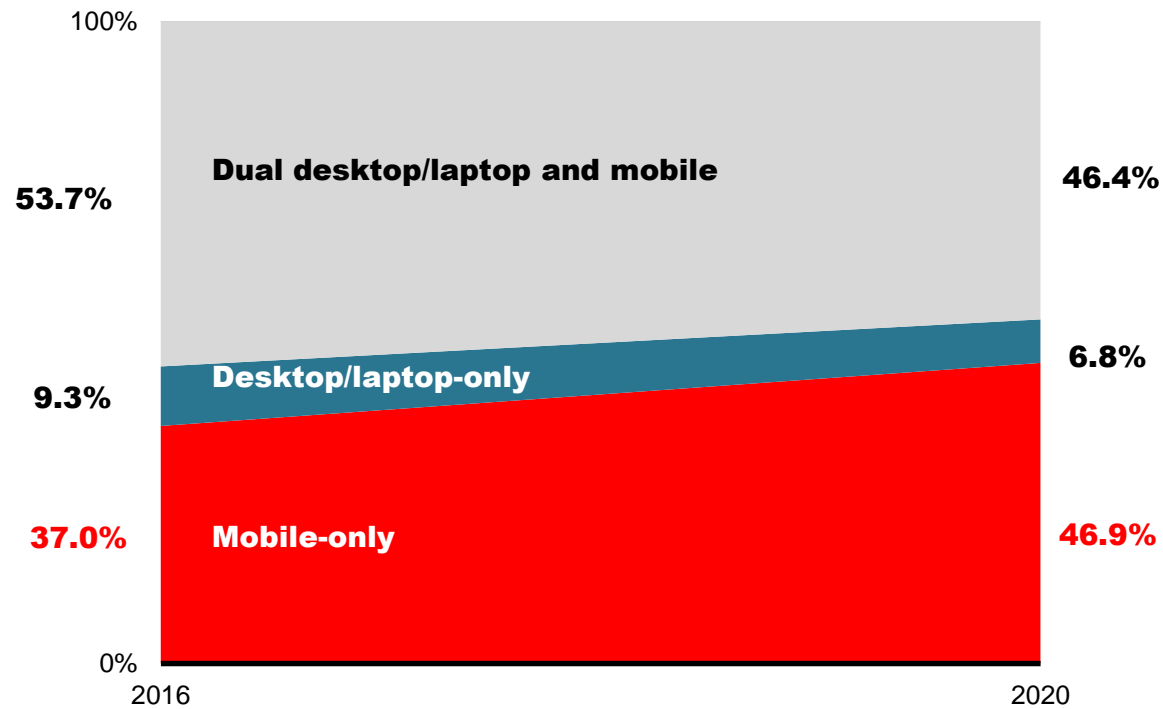
The vast majority of US social network users access via mobile phones



By 2020, nine in 10 social network users will access such sites via **smartphone**



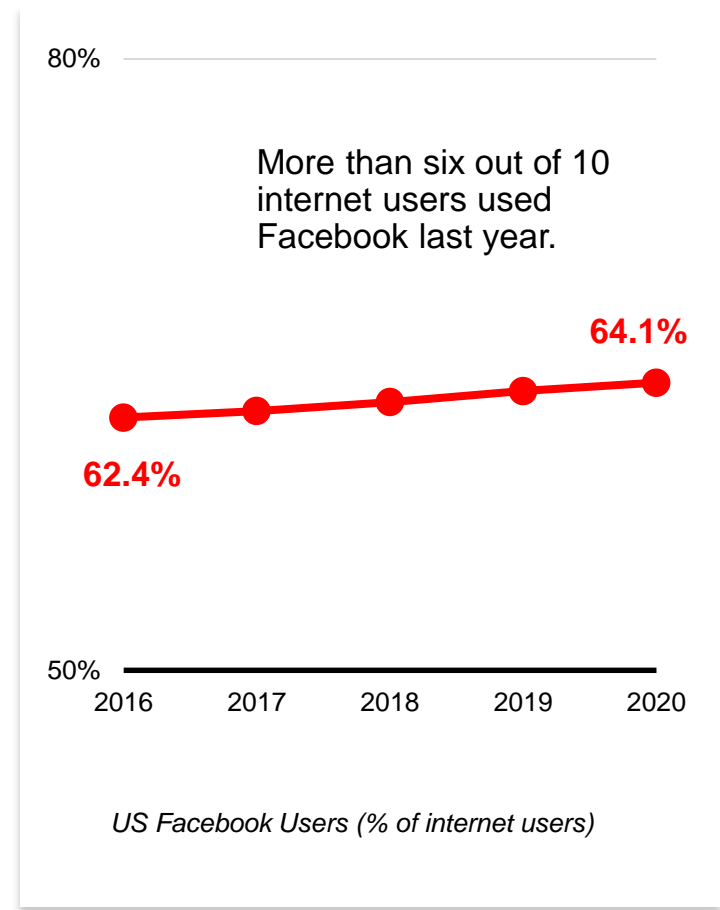
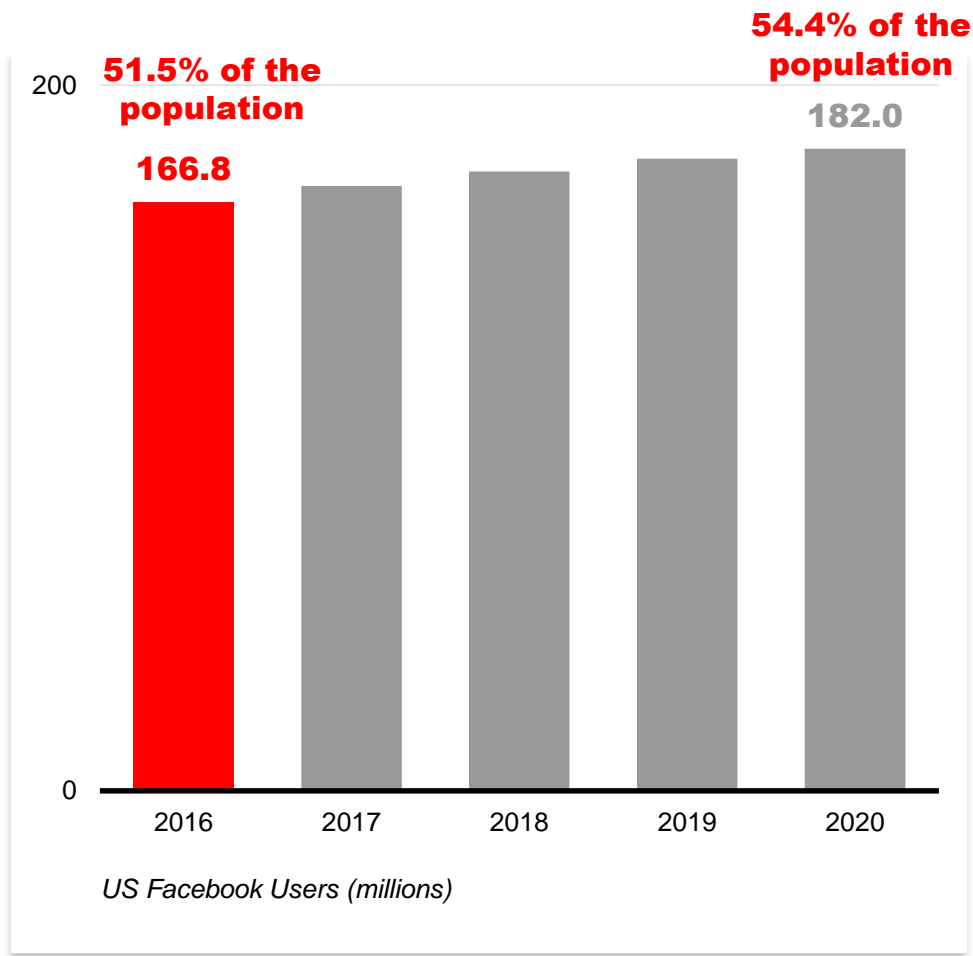
Almost half of US social network users will be **mobile-only** by the end of the forecast



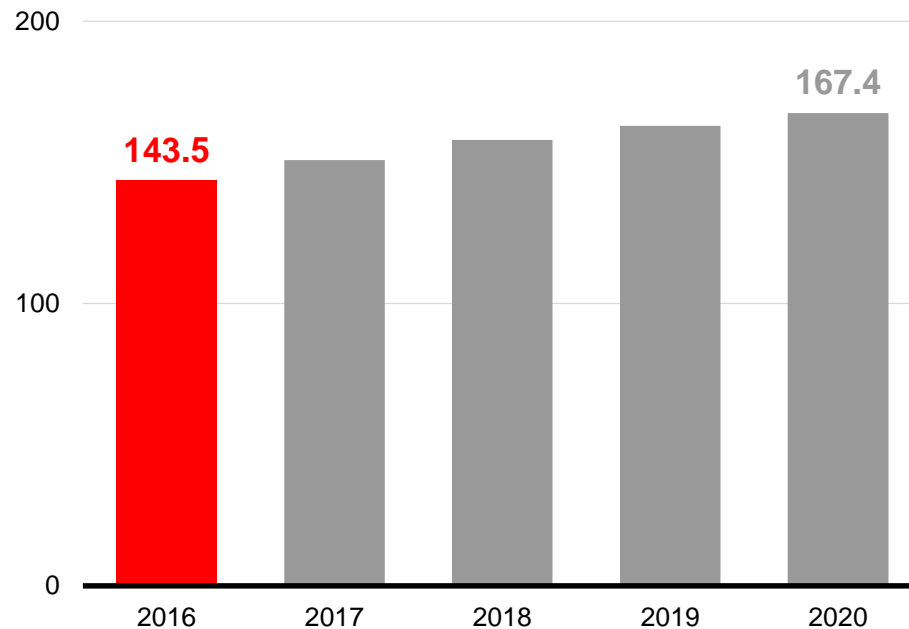
US Social Network Users, by Device (% of total)

Usage by Platform: From Facebook to Snapchat

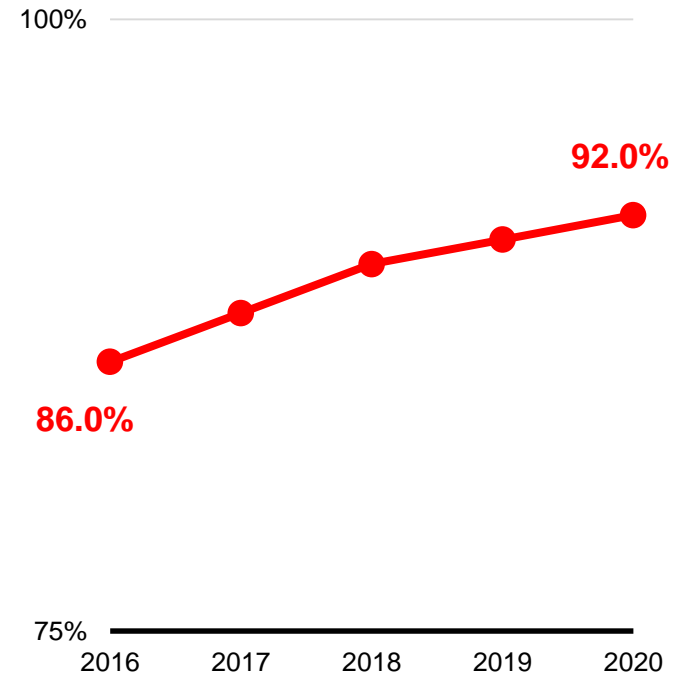
More than **half of the US population** used Facebook in 2016



More than nine in 10 Facebook users will access the service via **mobile** in 2020



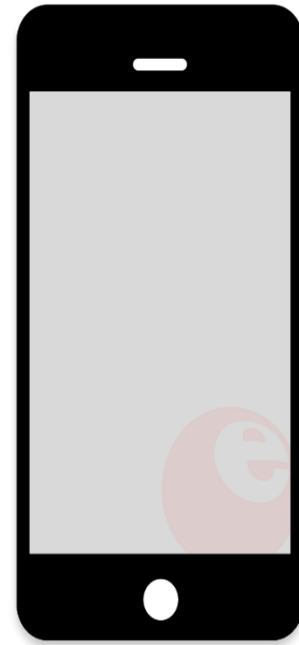
US Mobile Phone Facebook Users (millions)



US Mobile Phone Facebook Users
(% of Facebook users)

87.7%

**of US Facebook users
will access the
service via a
smartphone in 2017**



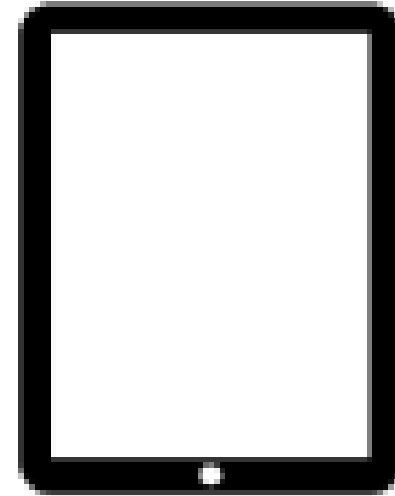
That's

68.3%

of US smartphone users

30%

**of Facebook users
will access Facebook
on a tablet in 2017**

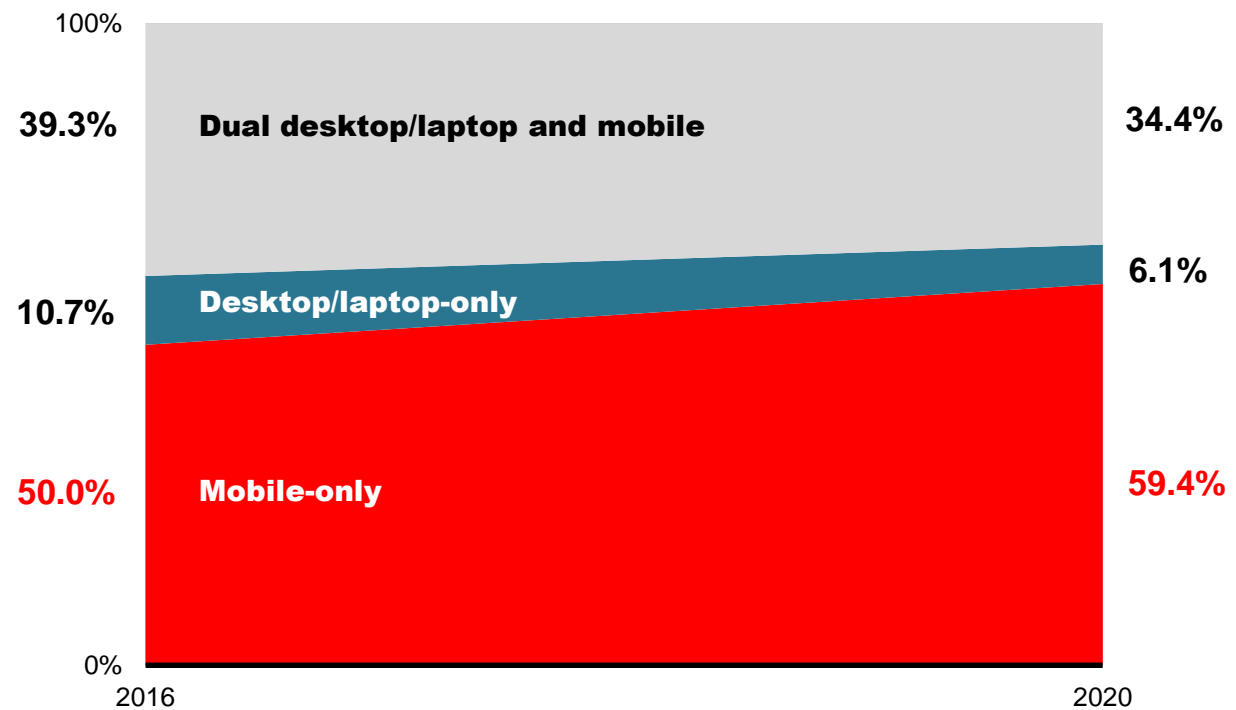


That translates to

51.5M

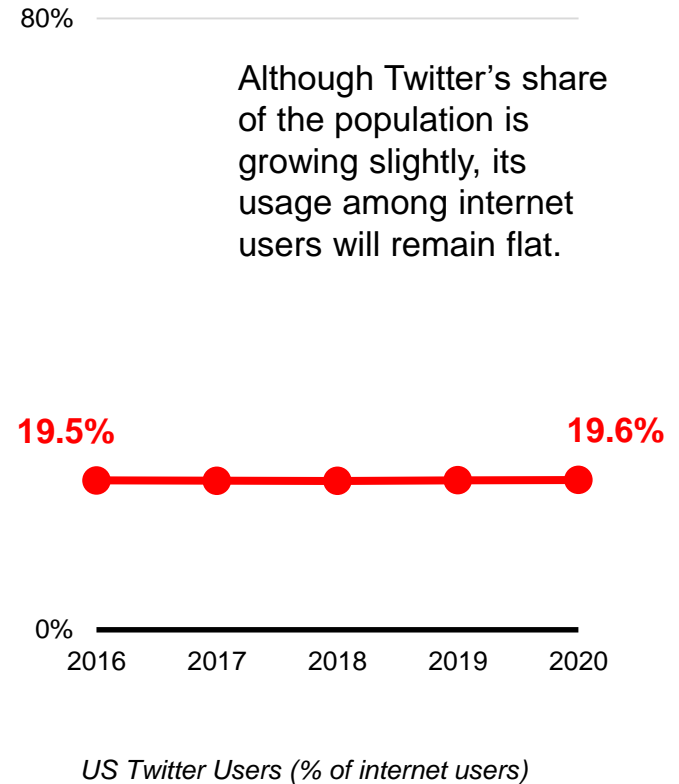
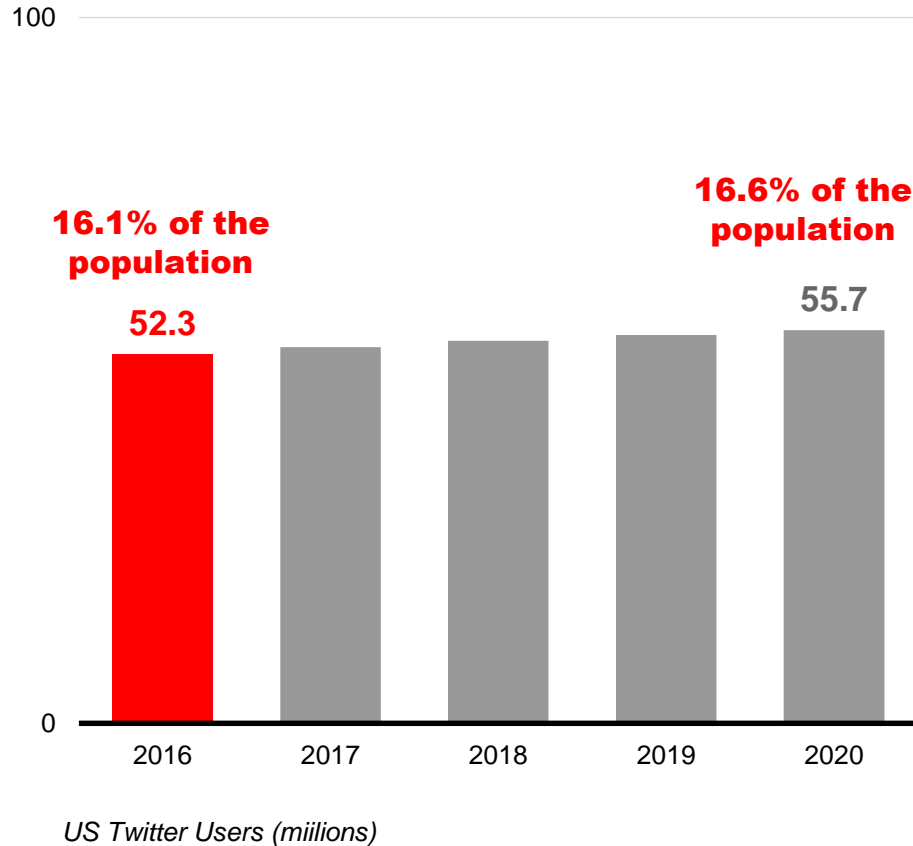
people in the US

In 2020, 59.4% of US Facebook users will access Facebook **solely via mobile device**

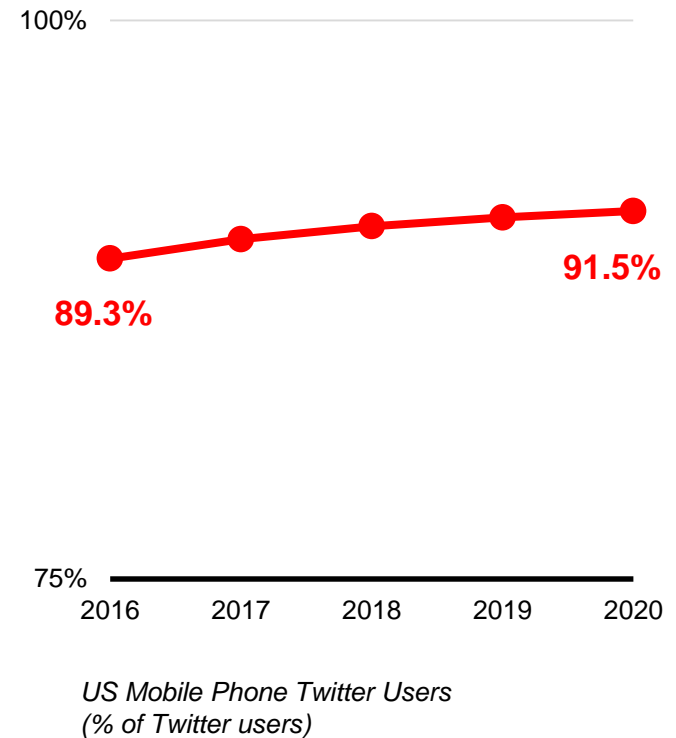
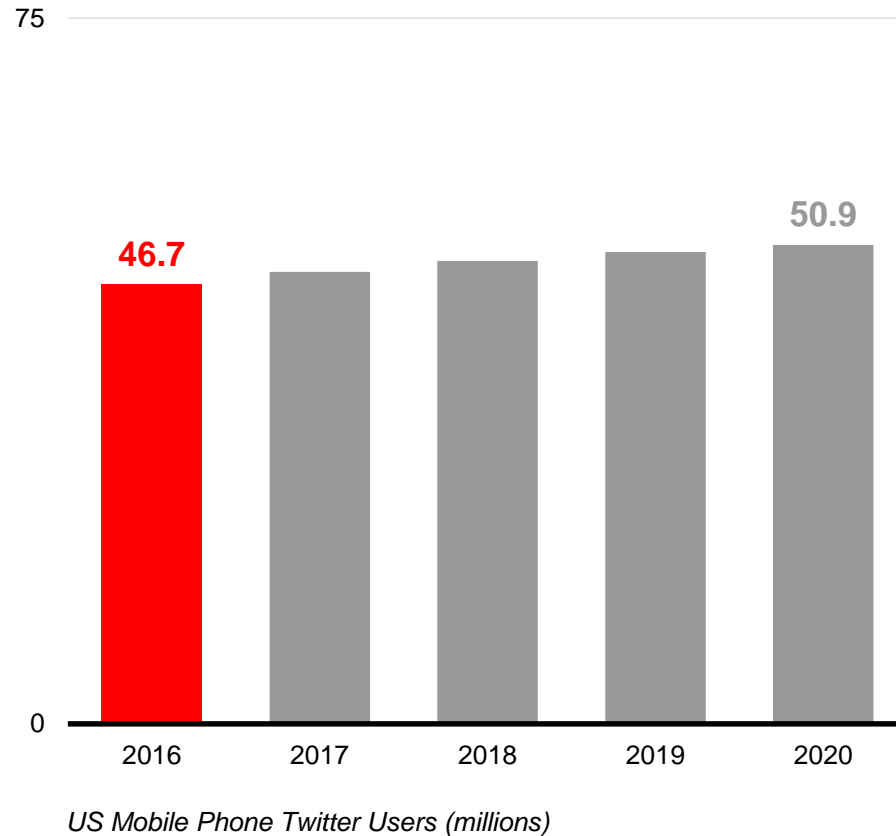


US Facebook Users, by Device (% of total)

Twitter's **usage** in the US isn't expected to grow much in the next few years

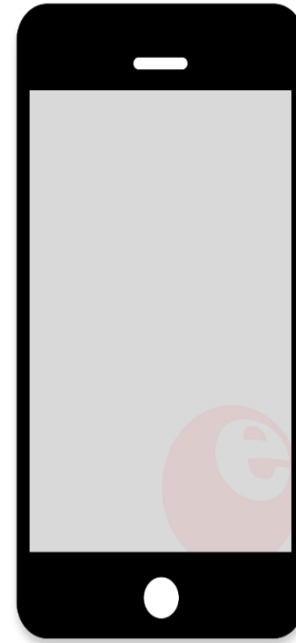


Nearly nine in 10 US Twitter users accessed the service via **mobile phone** in 2016



88.9%

**of US Twitter users will
access the service via
smartphone in 2017**



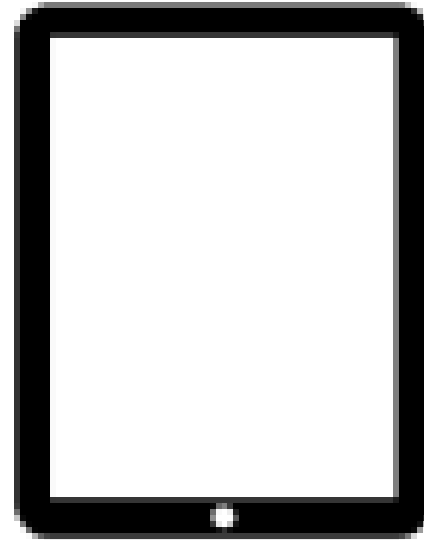
That's

21.5%

of US smartphone users

24.7M

**people in the US will
access Twitter on a
tablet in 2017**

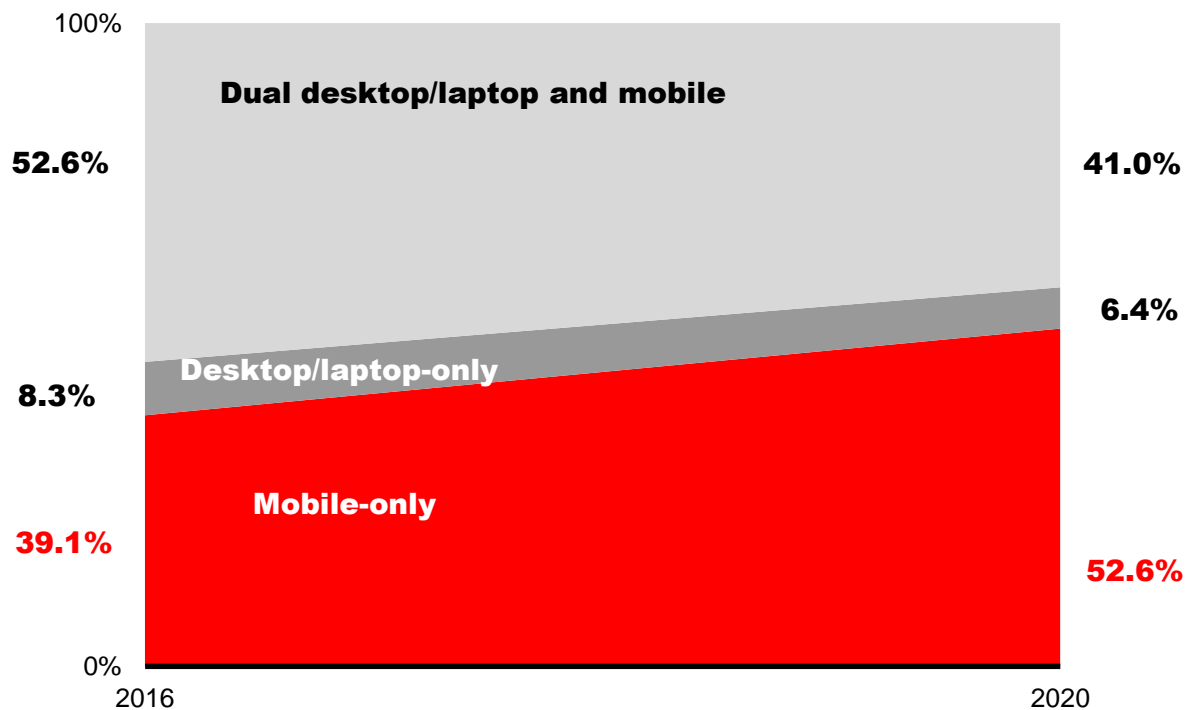


That's just under

15%

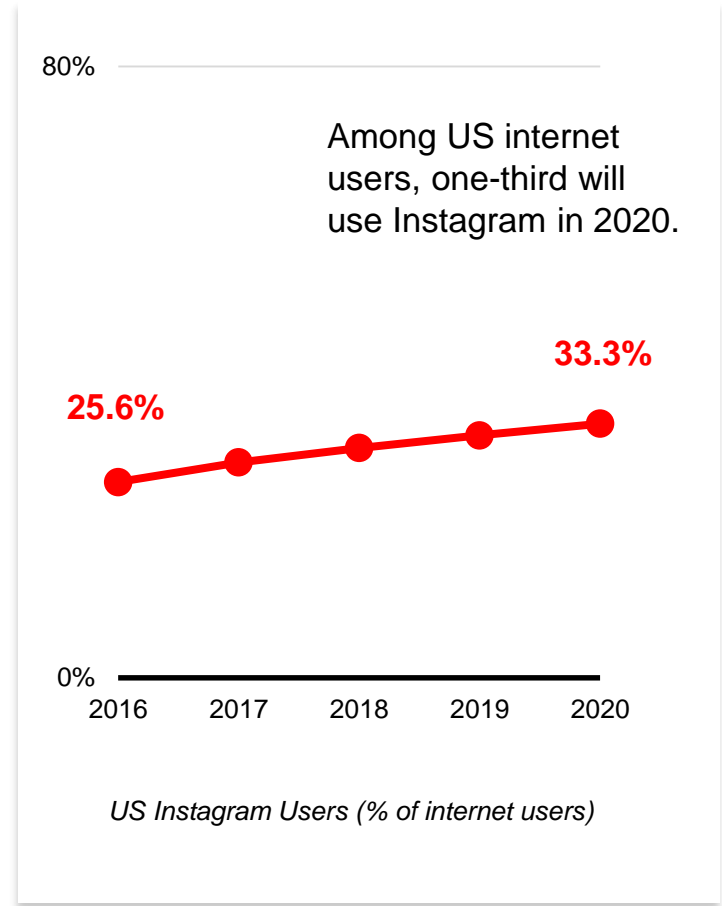
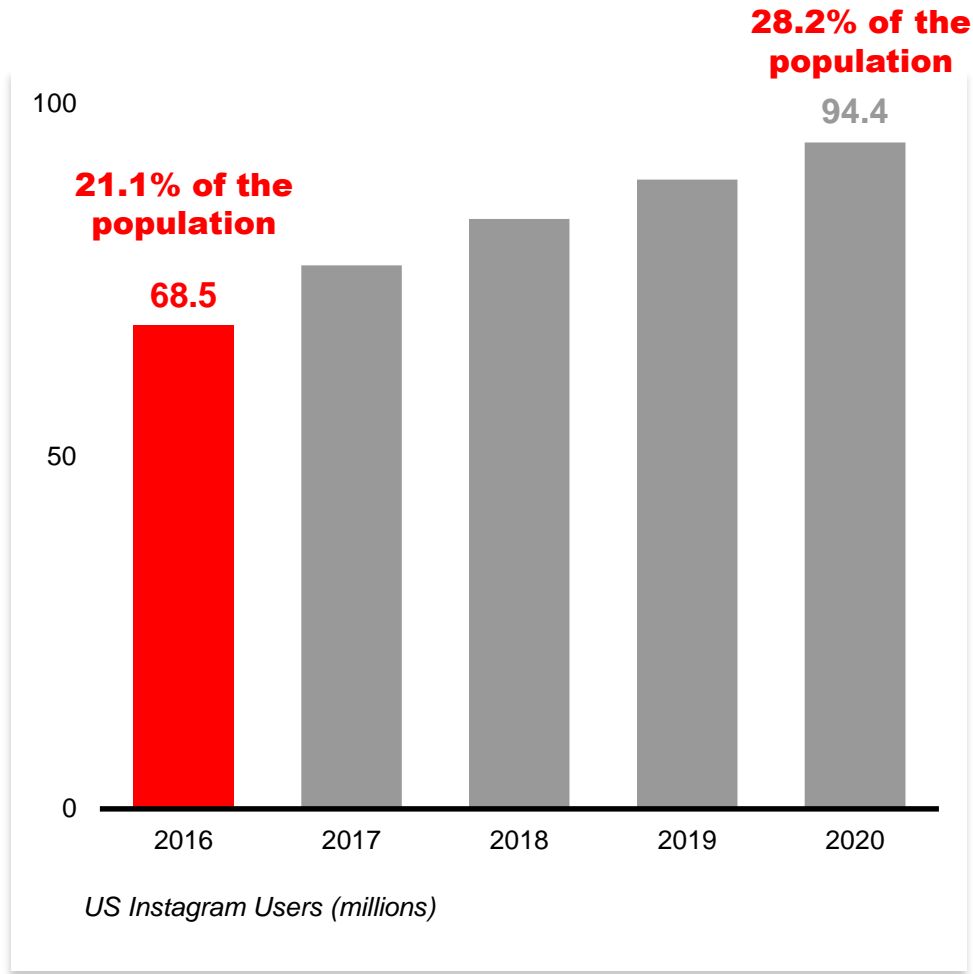
of US tablet users

More than half of Twitter users in the US will be **mobile-only** in 2020

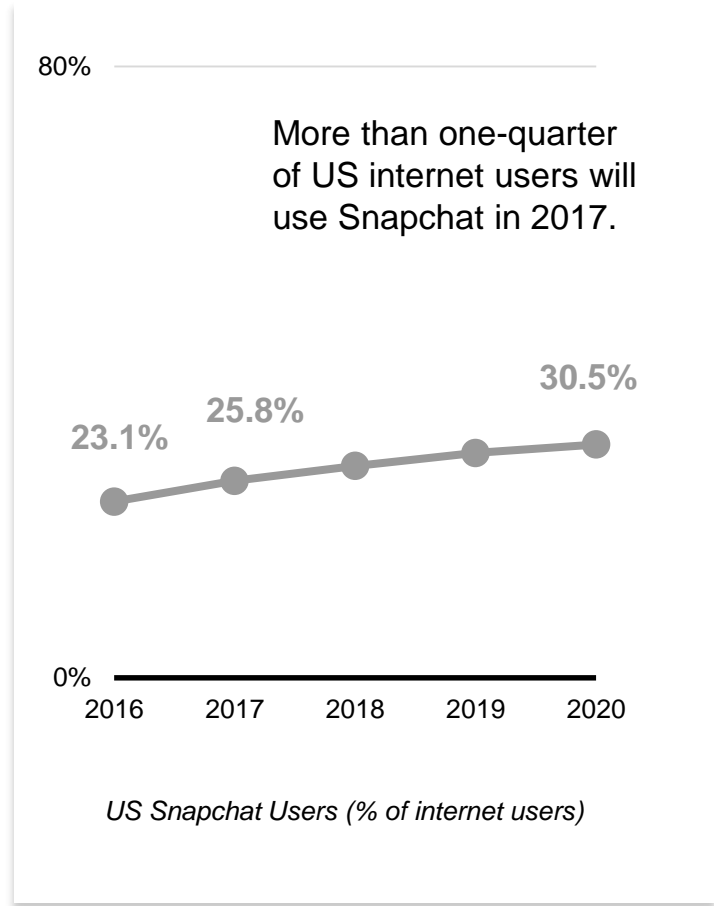
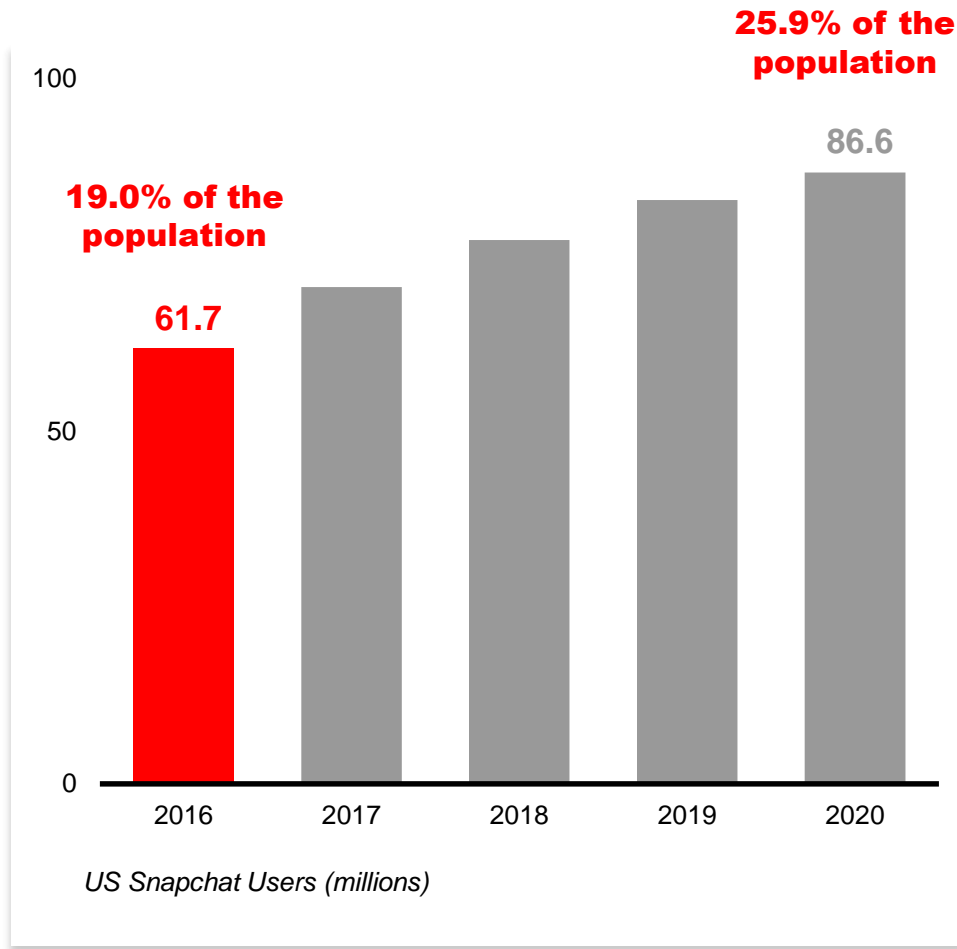


US Twitter Users, by Device (% of total)

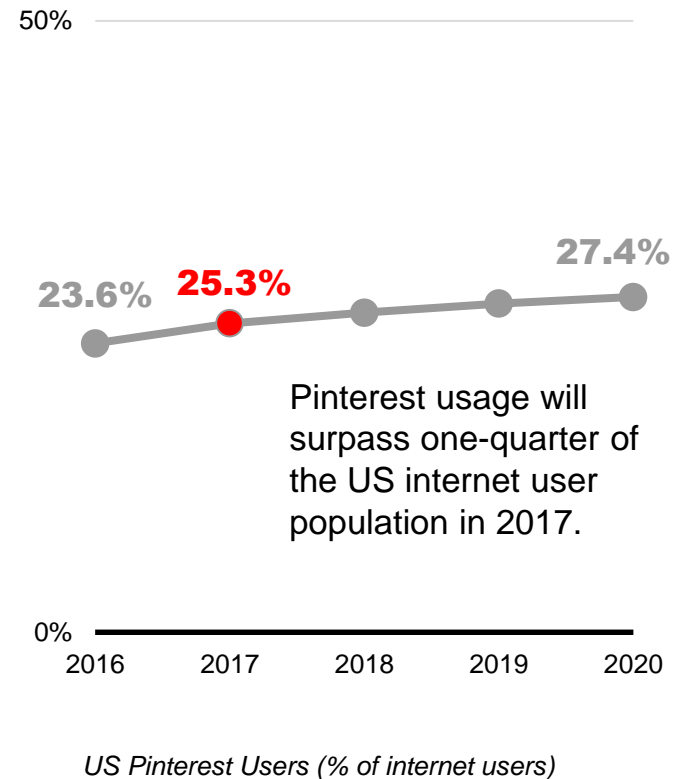
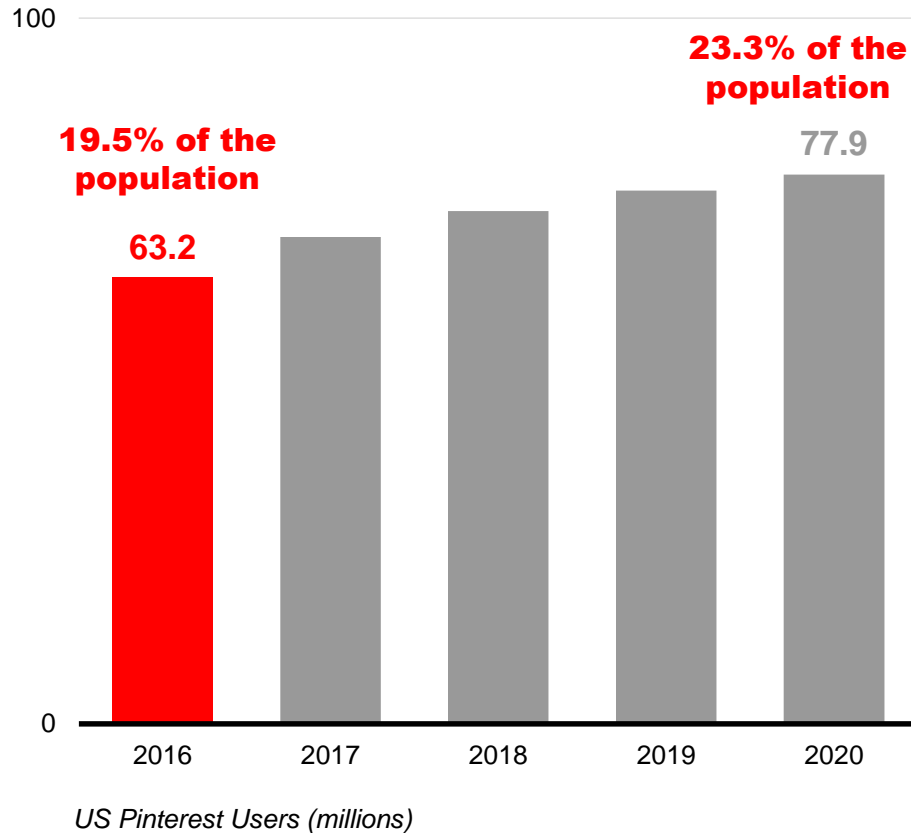
Just over **one in five** people in the US used Instagram in 2016



Nearly **one in five** people in the US used Snapchat last year

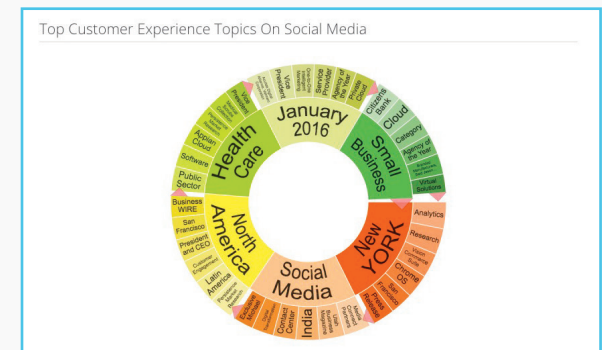
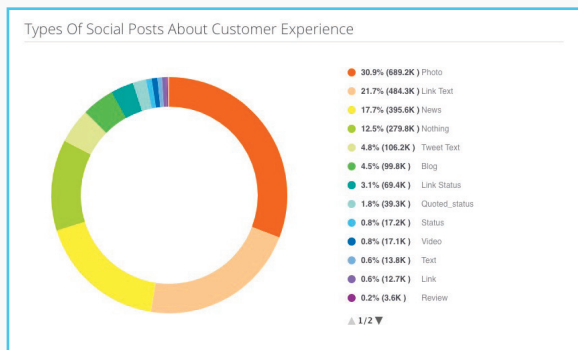
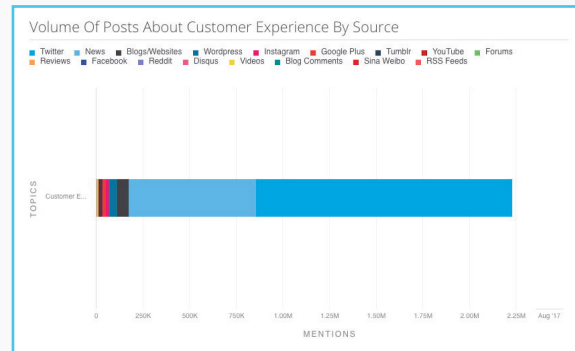
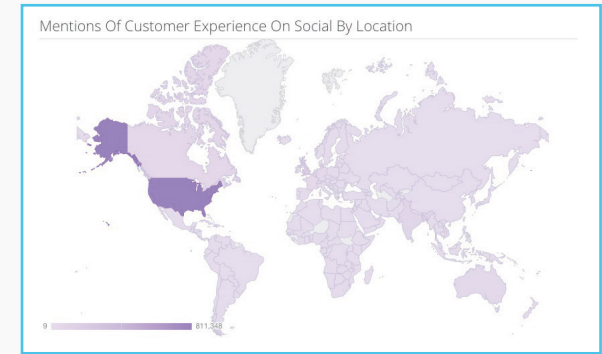


More people used **Pinterest** than **Twitter** in the US in 2016



Some yearn for the world that once was. And then, there those who see opportunity to get back to building human relationships with their customers - this time at scale.

Learn how the world's top CMOs are driving digital transformation around the customer at sprinklr.com/unenterprise



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Wait...there's more!

This **US Social Usage StatPack** is one of three sections making up the eMarketer US Social StatPack: Usage and Ad Spending for 2016-2020—available to eMarketer Corporate Subscription clients.

The full US Social StatPack provides a visual overview of nearly 70 eMarketer social network forecasts, including current-year and forward-looking estimates for the following:

- Total US social network usage and user demographics
- Usage numbers and user demographics for Facebook, Twitter, Instagram, Snapchat and Pinterest
- Total US social network ad spending
- Ad revenue breakdowns for Facebook, Twitter, Instagram and Snapchat

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Methodology

Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies; historical trends; internet and mobile adoption trends; and country-specific demographic and socioeconomic factors. eMarketer's forecasts and estimates are based on an analysis of quantitative and qualitative data from research firms, government agencies, media firms and public companies, plus interviews with top executives at publishers, ad buyers and agencies.

Data is weighted based on methodology and soundness. Each eMarketer forecast fits within the larger matrix of all its forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular reevaluation of available data means the forecasts reflect the latest business developments, technology trends and economic changes.



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