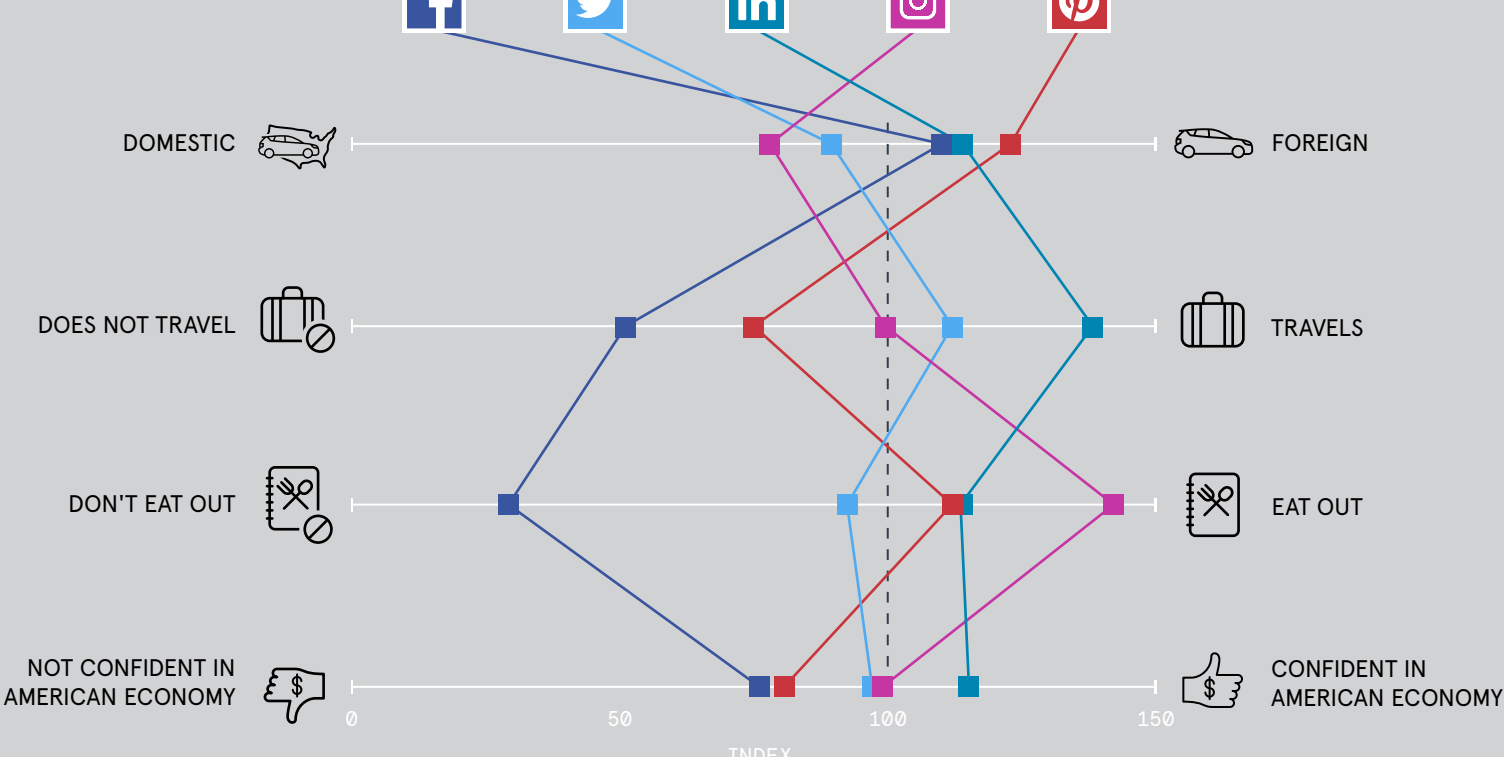


# IT'S ALL IN THE ATTITUDE

Go beyond demographics to uncover attitudes, behaviors, and buying preferences of America's social media Power Users.

Social media is a great channel for influence, but do you really know what makes heavy social media users tick? Neustar's data illustrates how it differs by platforms. We examined Power Users\* across 5 of the leading social media platforms. Each group is heavily invested in social media, but their demographic profiles, attitudes, and consumer behaviors vary dramatically.

\*Power Users=people who spend 40% more time on a platform than average.



## VITAL STATS



Average Age: **53.8**

Average Income: **\$36,814**



Average Age: **50.6**

Average Income: **\$76,680**



Average Age: **47.8**

Average Income: **\$88,239**



Average Age: **54.3**

Average Income: **\$79,559**



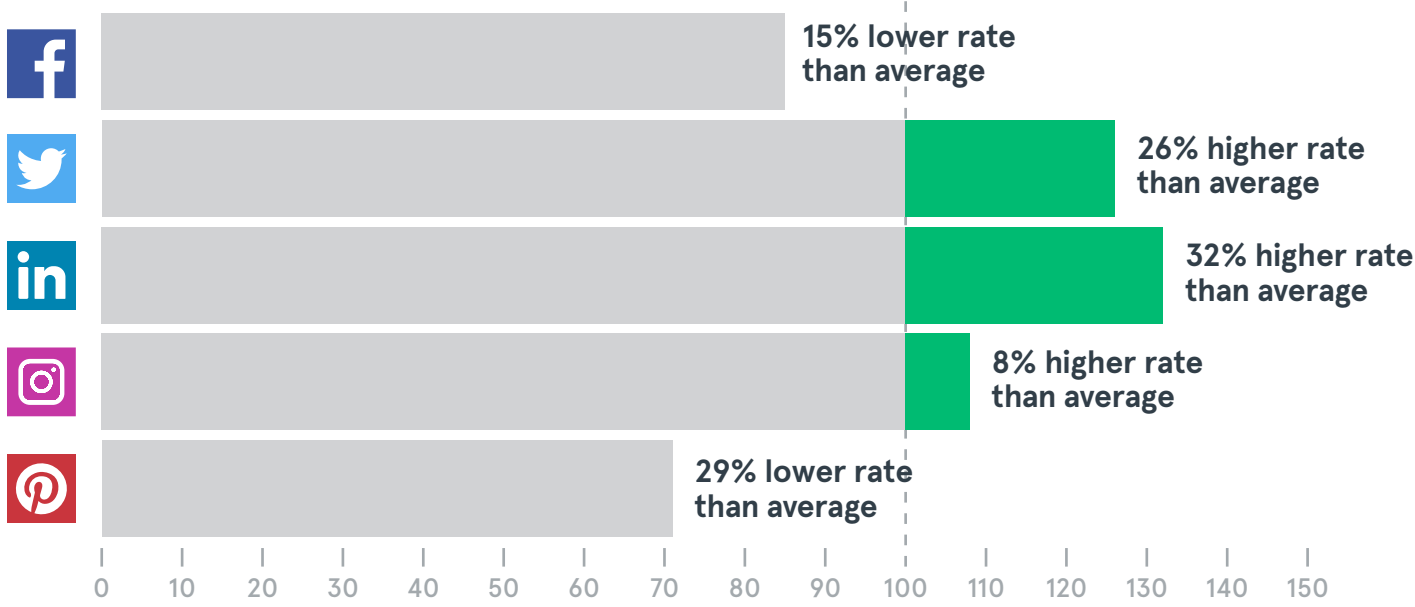
Average Age: **55.2**

Average Income: **\$72,160**

## ATTITUDES

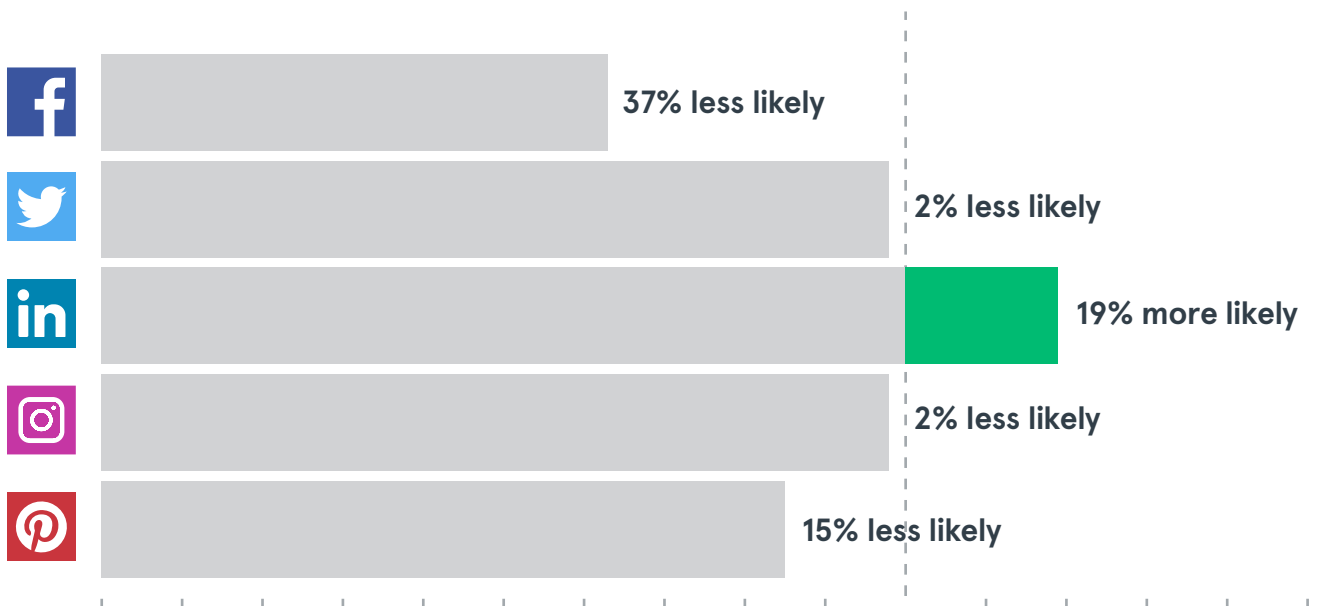
### SHOPPING & FASHION

*"My budget allows me to buy the latest fashion."*



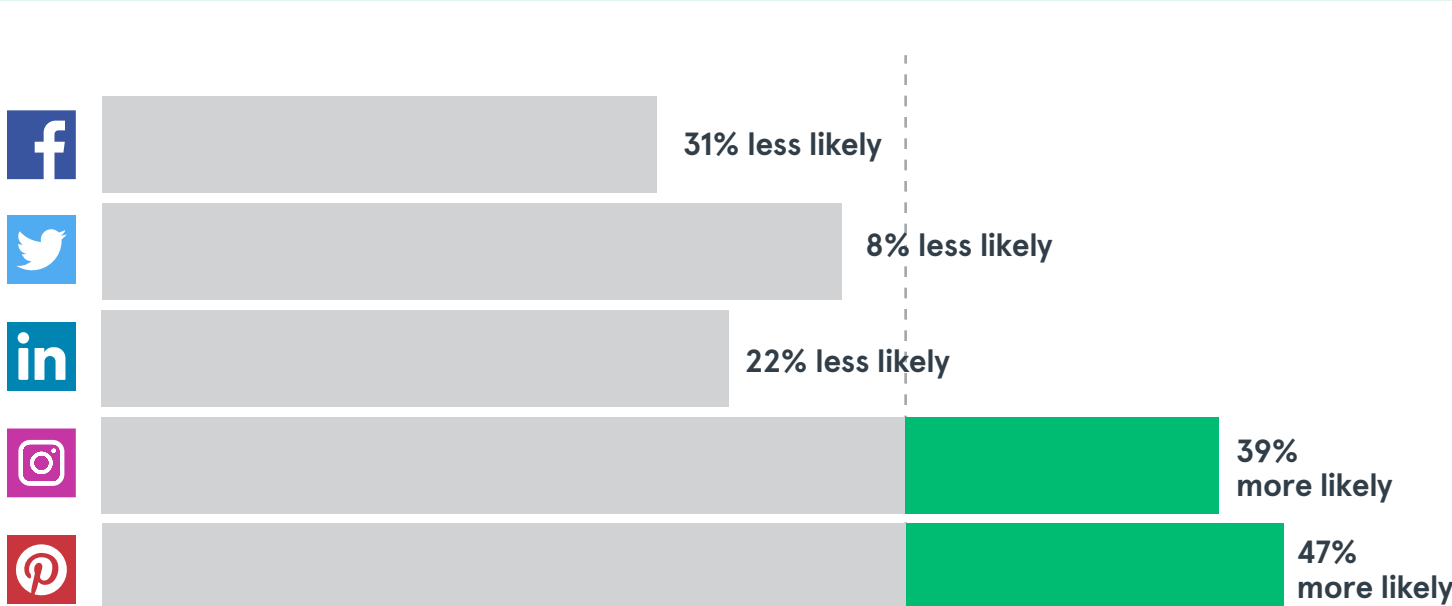
### TRAVEL

*"I love the idea of traveling abroad."*



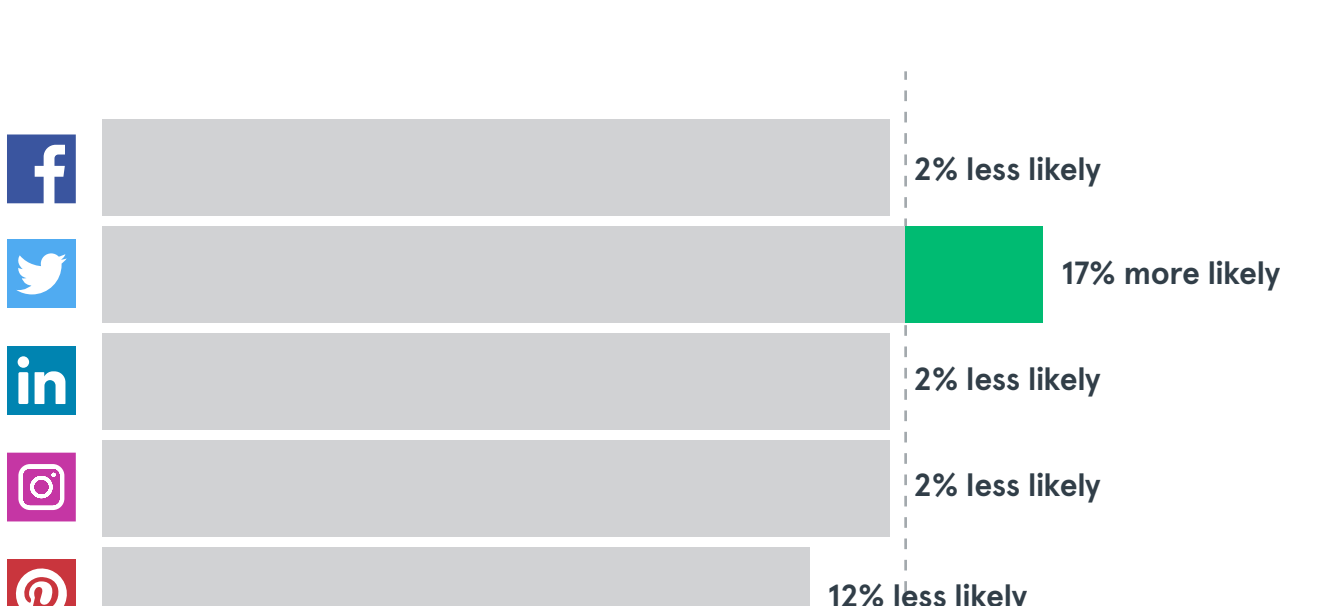
### CHARITY

*"I have contributed to public television in the last 12 months."*



### FAMILY

*"I like to indulge my kids with the little extras."*



Make Sure You're Socializing With the "In Crowd," Download "5 Questions to Ask Yourself About Your Data" Now.

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