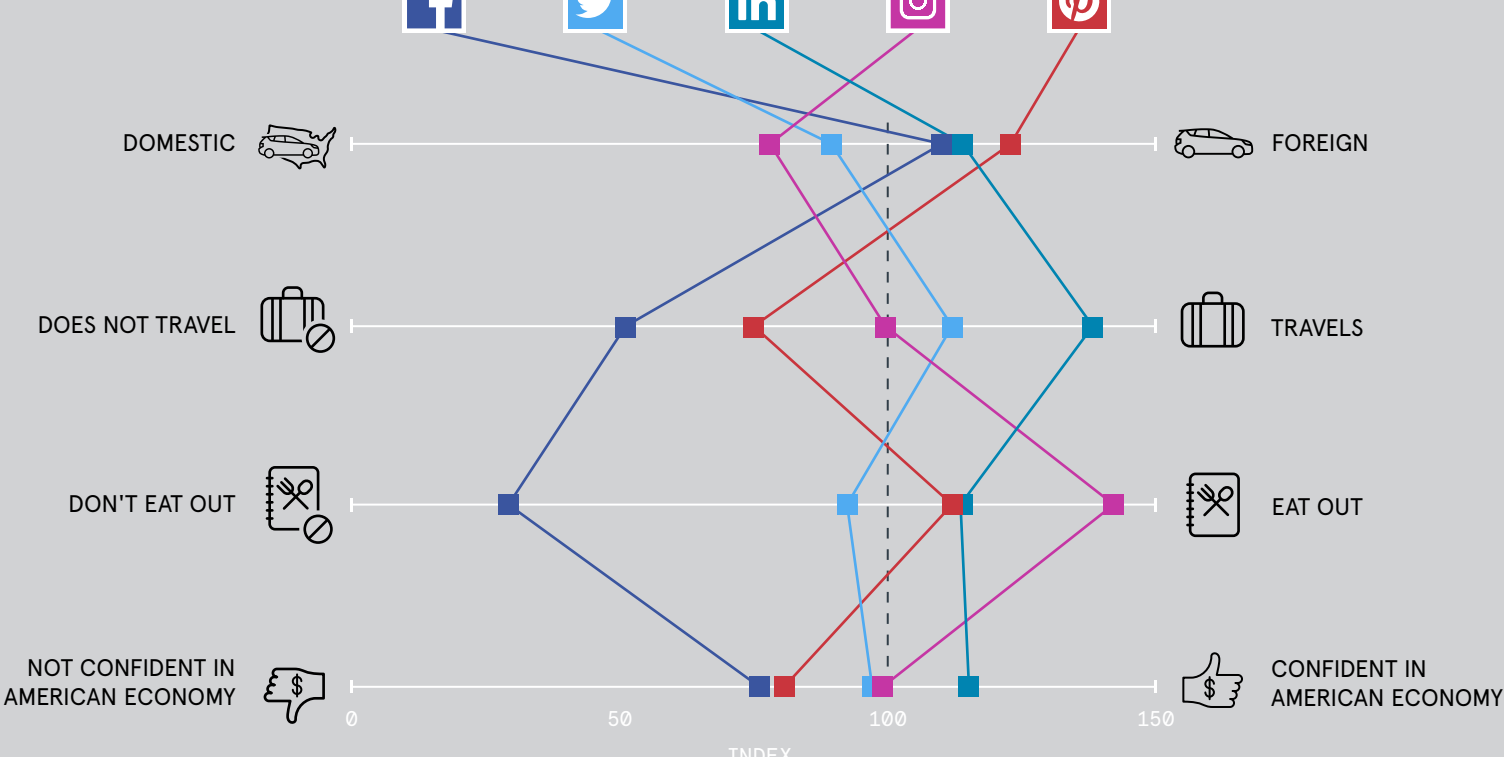


IT'S ALL IN THE ATTITUDE

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**



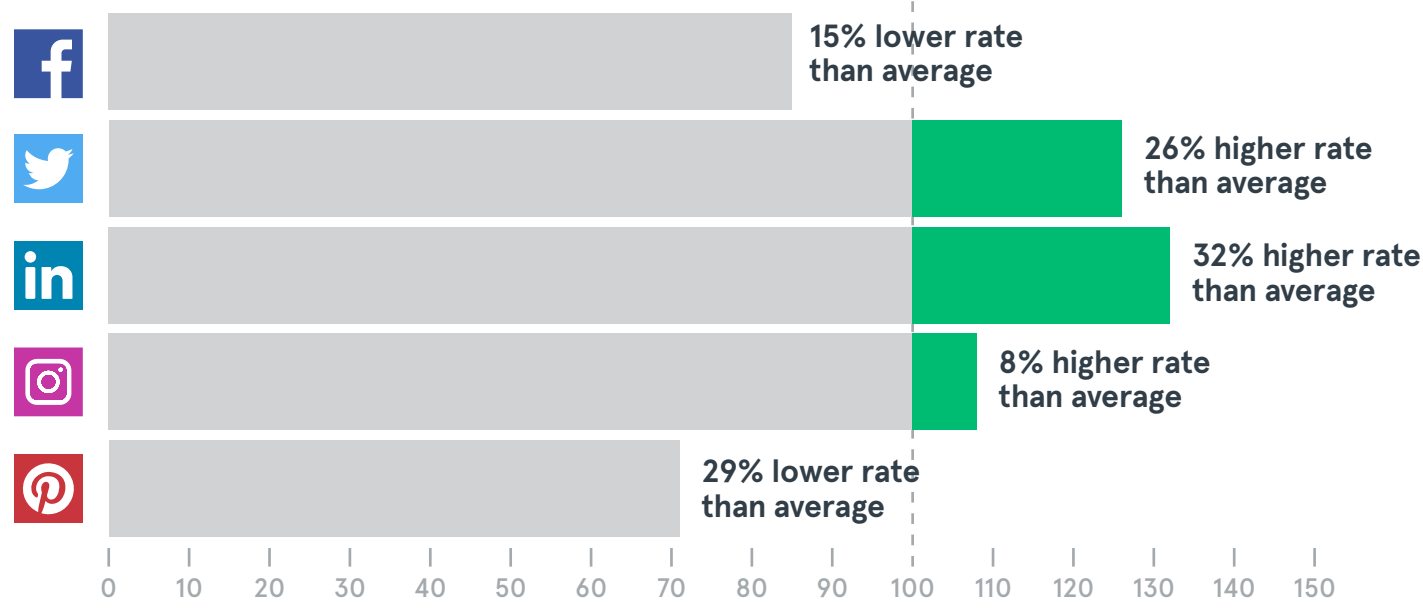
Average Age: **55.2**

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

ATTITUDES

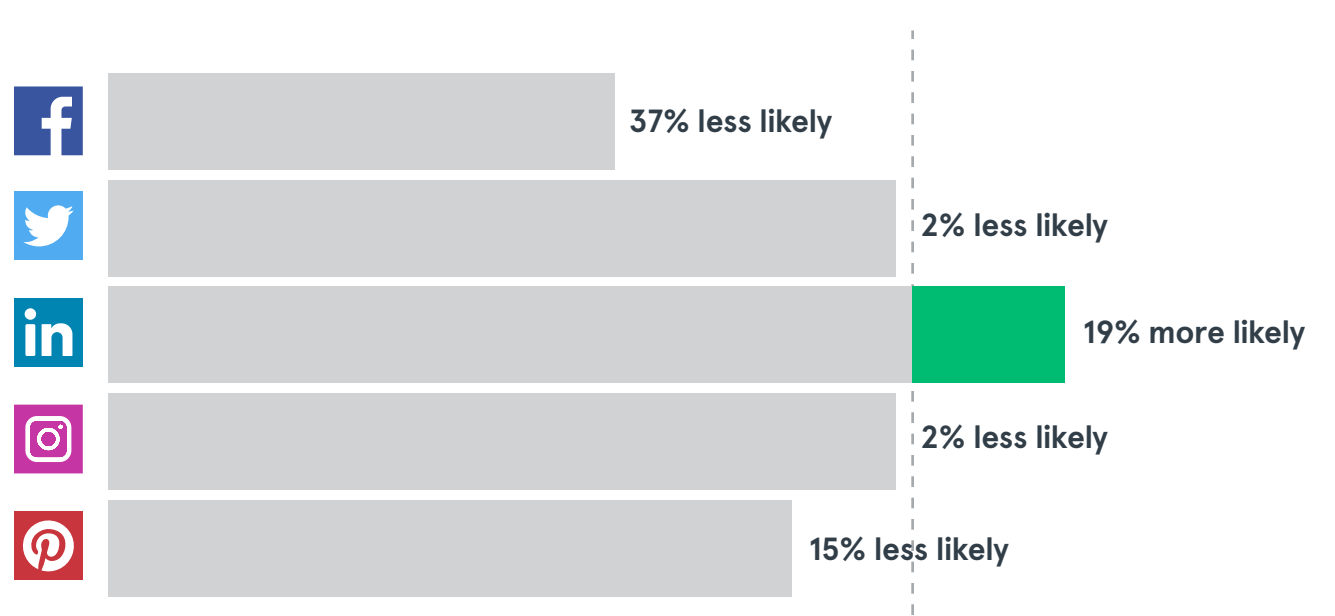
SHOPPING & FASHION

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



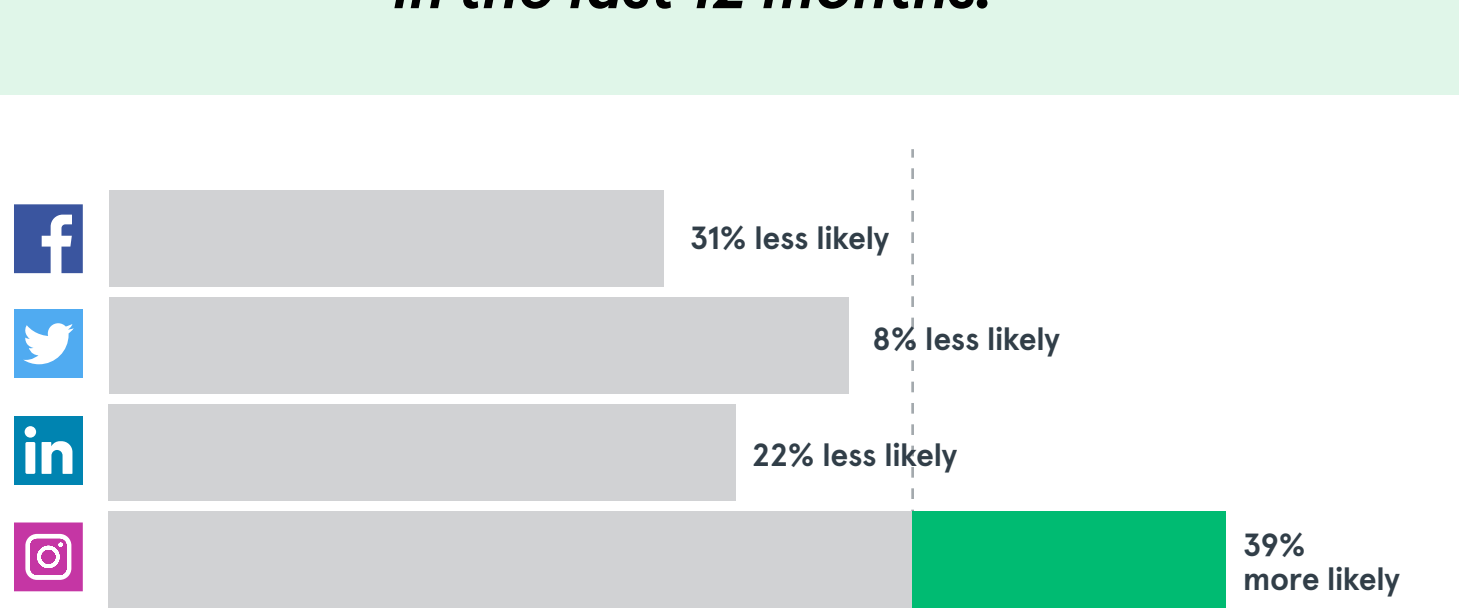
TRAVEL

"I love the idea of traveling abroad."



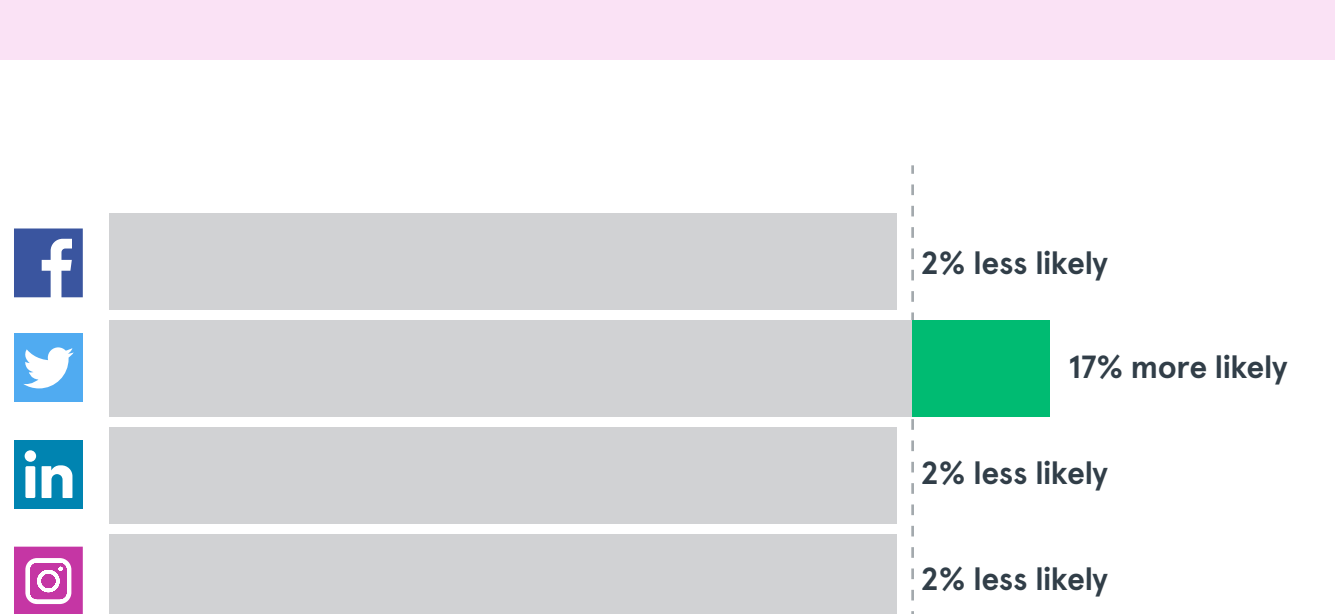
CHARITY

"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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