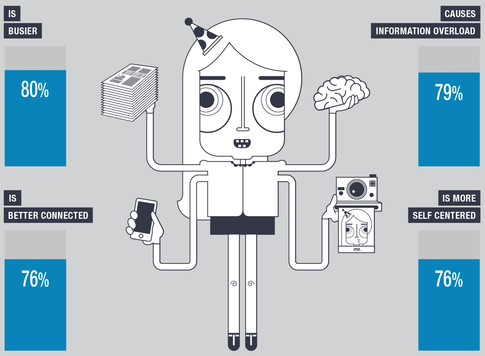
APP-Y NEW YEAR!

HOW YOUR FAVORITE APPS CAN HELP YOU CHECK OFF THIS YEAR'S RESOLUTIONS

Over half of online adults 18-64 now regularly use two or more of the social platforms evaluated. When asked which platforms were best suited to fulfill various needs, people pointed to unique strengths across different channels that helped them to escape the stress, find inspiration and connect with the people around them.

PEOPLE AGREE THAT LIFE TODAY...



FOR MAKING CONNECTIONS

If you want to spend more time connecting with friends and family this year, you might want to ramp up your Facebook, Instagram, and Snapchat time. However, if it's business contacts you're after, then LinkedIn will do the job nicely.

PERSONAL CONNECTIONS

FACEBOOK	**85%**
INSTAGRAM	**39%**
SNAPCHAT	37%
TWITTER	32%
TUMBLR	15%
LINKEDIN	11%
PINTEREST	9%

PERSONAL COMMUNICATION

FACEBOOK	**84%**
SNAPCHAT	**42%**
INSTAGRAM	**33%**
TWITTER	31%
TUMBLR	17%
LINKEDIN	9%
PINTEREST	8%

BUSINESS CONNECTION

LINKEDIN	**80%**
FACEBOOK	33%
TWITTER	23%
INSTAGRAM	16%
TUMBLR	12%
SNAPCHAT	9%
PINTEREST	8%

FOR KEEPING UP WITH CURRENT EVENTS

For following the latest news, sports, politics, people turn more to Facebook (56%) and Twitter (50%). And for keeping up on their favorite celebrities, the most favored sites/apps are Twitter (55%), Instagram (45%), and Facebook (40%).

NEWS, SPORTS, OR POLITICS

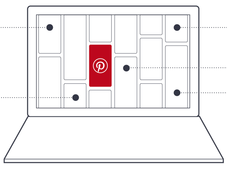
56% 50% 25% 20% 15% 8% 7%

MY FAVORITE CELEBRITIES

55% 45% 40% 24% 20% 9% 5%

FOR TRYING NEW THINGS

Many New Year's resolutions are all about doing, learning or discovering something new – and in these cases, Pinterest is the clear winner.



NEW INTERESTS

PINTEREST	**75%**
TUMBLR	48%
FACEBOOK	33%
INSTAGRAM	30%
TWITTER	26%
SNAPCHAT	14%
LINKEDIN	13%

PURSUE HOBBIES

PINTEREST	**73%**
TUMBLR	40%
FACEBOOK	28%
INSTAGRAM	27%
TWITTER	21%
SNAPCHAT	14%
LINKEDIN	9%

SEEK INSPIRATION

PINTEREST	**72%**
TUMBLR	45%
INSTAGRAM	34%
FACEBOOK	28%
TWITTER	22%
LINKEDIN	13%
SNAPCHAT	12%

EXPLORE INTERESTS

PINTEREST	**69%**
TUMBLR	44%
FACEBOOK	35%
TWITTER	26%
INSTAGRAM	25%
LINKEDIN	14%
SNAPCHAT	14%

EXPRESS CREATIVITY

PINTEREST	**67%**
TUMBLR	51%
INSTAGRAM	47%
FACEBOOK	35%
SNAPCHAT	32%
TWITTER	25%
LINKEDIN	10%

FOR PLANNING YOUR YEAR

For those of you looking to get better organized and make solid plans for the year ahead, Pinterest is where you'll want to get started.

GET INSPIRED IN 2016

Stay connected with people and the world around you with Facebook, Twitter, Instagram, Snapchat and LinkedIn. And if you want to focus on yourself and find new ideas to try, then Pinterest is the place for you.

SOURCES:
Ipsos survey of 5,008 adults ages 18+ (regular social media users who use 2 or more of the listed social media sites at least once a month or more) on behalf of Pinterest carried out online in October 2015.