	Based on your experience with these services, which works best for each of the following:						
	Pinterest	Facebook	Instagram	LinkedIn	Snapchat	Tumblr	Twitter
TOTAL	**A**	**B**	**C**	**D**	**E**	**F**	**G**
Unweighted Base (Users of each service)	**2802**	**4774**	**2656**	**1878**	**1542**	**1113**	**3062**
Collecting ideas for projects	*83%*	*24%*	*23%*	*11%*	*11%*	*35%*	*18%*
	BCDEFG	DEG	DEG			BCDEG	DE
Discovering new interests	*75%*	*33%*	*30%*	*13%*	*14%*	*48%*	*26%*
	BCDEFG	CDEG	DEG			BCDEG	DE
Pursuing your hobbies	*73%*	*28%*	*27%*	*9%*	*14%*	*40%*	*21%*
	BCDEFG	DEG	DEG		D	BCDEG	DE
Seeking inspiration	*72%*	*28%*	*34%*	*13%*	*12%*	*45%*	*22%*
	BCDEFG	DEG	BDEG			BCDEG	DE
Learning more about something that interests you	*69%*	*35%*	*25%*	*14%*	*14%*	*44%*	*26%*
	BCDEFG	CDEG	DE			BCDEG	DE
Expressing your creativity	*67%*	*35%*	*47%*	*10%*	*32%*	*51%*	*25%*
	BCDEFG	DEG	BDEG		DG	BDEG	D
Planning daily meals	*63%*	*19%*	*16%*	*4%*	*10%*	*16%*	*11%*
	BCDEFG	CDEFG	DEG		D	DEG	D
Finding fitness tips	*55%*	*31%*	*27%*	*6%*	*10%*	*29%*	*21%*
	BCDEFG	CDEG	DEG		D	DEG	DE
Relaxing	*48%*	*45%*	*36%*	*7%*	*29%*	*48%*	*27%*
	BCDEG	CDEG	DEG		DG	CDEG	D
Finding/Taking time for yourself	*44%*	*39%*	*29%*	*8%*	*21%*	*42%*	*23%*
	BCDEG	CDEG	DEG		D	CDEG	D
Relieving stress	*43%*	*38%*	*30%*	*6%*	*29%*	*45%*	*25%*
	BCDEG	CDEG	DG		DG	BCDEG	D
Planning a vacation	*36%*	*24%*	*16%*	*5%*	*10%*	*16%*	*13%*
	BCDEFG	CDEFG	DEG		D	DEG	DE
Shopping	*32%*	*23%*	*19%*	*5%*	*9%*	*14%*	*13%*
	BCDEFG	CDEFG	DEFG		D	DE	DE
Managing work/school projects	*27%*	*21%*	*12%*	*18%*	*12%*	*13%*	*13%*
	BCDEFG	CDEFG		CEFG			
Staying connected with friends and family	*9%*	*85%*	*39%*	*11%*	*37%*	*15%*	*32%*
		ACDEFG	ADFG	A	ADFG	AD	ADF
Keeping up-to-date on my favorite celebrities	*9%*	*40%*	*45%*	*5%*	*20%*	*24%*	*55%*
	D	ADEF	ABDEF		AD	ADE	ABCDEF
Making professional connections	*8%*	*33%*	*16%*	*80%*	*9%*	*12%*	*23%*
		ACEFG	AEF	ABCEFG		AE	ACEF

	TOTAL	Pinterest	Facebook	Instagram	LinkedIn	Snapchat	Tumblr	Twitter
Based on your experience with these services, which works best for each of the following:								
		A	B	C	D	E	F	G
Communicating with friends and family		8%	84%	33%	9%	42%	17%	31%
			ACDEFG	ADF		ACDFG	AD	ADF
Keeping up to date with news, sports, or politics		7%	56%	20%	8%	15%	25%	50%
			ACDEFG	ADE		AD	ACDE	ACDEF

	Based on your experience with these services, which works best for each of the following:						
	Pinterest	Facebook	Instagram	LinkedIn	Snapchat	Tumblr	Twitter
Millennials (18-34 yo)	**A**	**B**	**C**	**D**	**E**	**F**	**G**
Unweighted Base	**1383**	**2384**	**1735**	**778**	**1222**	**852**	**1628**
Collecting ideas for projects	81% BCDEFG	26% DEG	26% DEG	12%	11%	39% BCDEG	22% DE
Planning for holidays or parties	70% BCDEFG	39% CDEFG	19% DE	9%	12%	17% DE	18% DE
Finding fitness tips	65% BCDEFG	34% DEG	32% DEG	8%	10%	33% DEG	26% DE
Planning daily meals	64% BCDEFG	20% DEG	18% DEG	6%	10% D	18% DEG	14% DE
Expressing your creativity	63% BCDEFG	35% DG	52% BDEG	12%	33% DG	56% BCDEG	29% D
Relaxing	50% BCDEG	40% DEG	39% DEG	8%	31% D	53% BCDEG	30% D
Finding/Taking time for yourself	47% BCDEG	38% CDEG	32% DEG	11%	23% D	48% BCDEG	26% DE
Planning a vacation	47% BCDEFG	26% CDEFG	18% DE	7%	10% D	17% DE	17% DE
Relieving stress	47% BCDEG	35% DEG	33% DEG	8%	30% D	50% BCDEG	29% D

Non-Millennials (ages 35+)	Based on your experience with these services, which works best for each of the following:						
	Pinterest	Facebook	Instagram	LinkedIn	Snapchat	Tumblr	Twitter
	A	B	C	D	E	F	G
Unweighted Base	1419	2390	921	1100	320	261	1434
	979	780	345	89	84	78	275
Expressing your creativity	71%	34%	38%	8%	27%	31%	20%
	BCDEFG	DEG	BDEFG		DG	DG	D

Mothers	Based on your experience with these services, which works best for each of the following:						
	Pinterest	Facebook	Instagram	LinkedIn	Snapchat	Tumblr	Twitter
	A	B	C	D	E	F	G
Unweighted Base	846	1016	596	309	267	119	577
Collecting ideas for projects	91%	19%	15%	9%	8%	25%	10%
	BCDEFG	CDEG	DEG			CDEG	
Planning for holidays or parties	83%	27%	16%	5%	10%	13%	11%
	BCDEFG	CDEFG	DEG		D	D	D
Planning daily meals	75%	19%	14%	5%	8%	12%	6%
	BCDEFG	CDEG	DEG			DG	
Finding fitness tips	62%	30%	20%	5%	7%	23%	14%
	BCDEFG	CDEG	DEG			DEG	DE
Relaxing	54%	47%	33%	4%	22%	36%	19%
	BCDEFG	CDEFG	DEG		D	DEG	D
Finding/Taking time for yourself	51%	43%	25%	6%	15%	31%	16%
	BCDEFG	CDEFG	DEG		D	DEG	D
Relieving stress	51%	38%	25%	5%	25%	37%	19%
	BCDEFG	CDEG	DG		DG	CDEG	D
Planning a vacation	38%	21%	13%	4%	8%	14%	10%
	BCDEFG	CDEG	DEG		D	D	D