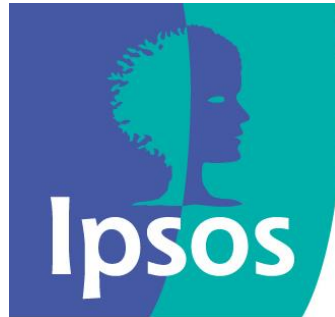


App Overload? A Cheat Sheet for the Best Ways to Stay Connected and Discover New Things in 2016

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App Overload? A Cheat Sheet for the Best Ways to Stay Connected and Discover New Things in 2016

New York, NY – If you're feeling busy or stressed out as 2016 kicks into gear, you're not alone. New research from Ipsos reveals that while Americans are feeling more connected than ever, they also feel their lives are more demanding and complex, and many are turning to social media as a means of relief.

Among the 5,000+ regular users of social media¹ in the US who participated in the study, an overwhelming 80% agreed that life today is busier than compared to a generation ago, is more demanding (77%) and causes more information overload (78%). Females in the Gen X and Boomer generations report feeling these negative pressures the most, whereas younger males are more optimistic overall.

How much do you agree that compared to life a generation ago, life today:

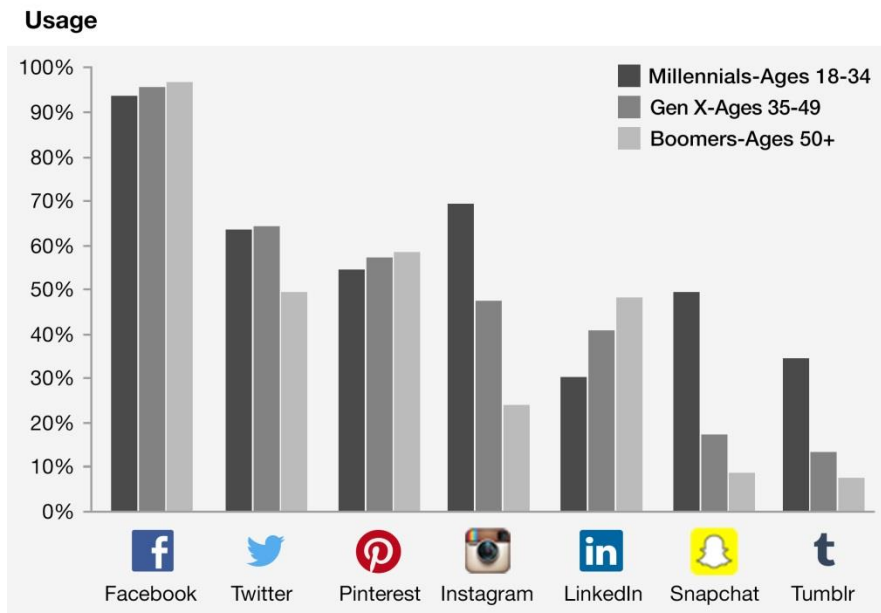
	TOTAL	MALES			FEMALES		
		18-34	35-49	50+	18-34	35-49	50+
Is busier	 80%	74%	79%	84%	80%	85%	86%
Causes more information overload	 79%	73%	78%	81%	76%	84%	88%
Is more self-centered	 76%	72%	72%	74%	77%	78%	82%
Is better connected	 76%	76%	77%	80%	74%	75%	79%
Is better	 40%	55%	45%	41%	34%	32%	27%

Source: 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

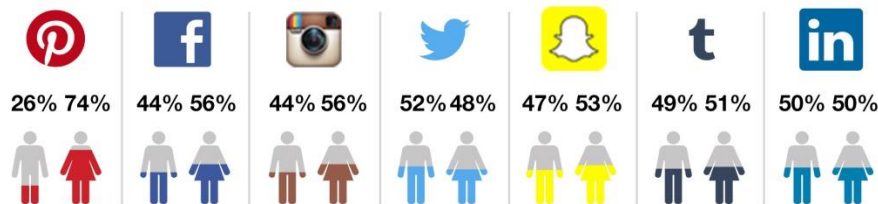
¹ Defined as anyone who uses two or more of the listed social media platforms at least 1x per month



At the same time, social media usage continues to rise overall. 53% of adults 18-64 now regularly use two or more of the social platforms we evaluated. Facebook, Twitter, Pinterest, and Instagram are most commonly used among this set, with females and Millennials leading the way in usage overall.



Base: Total Social Media Users. Millennials (n=2530), Gen X (n=1408), Boomers (n=1068)



Base: Users of each site.

Pinterest (n=2802), Facebook (n=4774), Instagram (n=2656), Twitter (n=3062), Snapchat (n=1542), Tumblr (n=1113), LinkedIn (n=1878)



When asked which social media sites and apps are best suited to fulfill various needs, the Ipsos study revealed unique strengths across different channels, many of which pointed to a desire for everyday escape, inspiration and organization.

“Similar to other findings across research Ipsos has done related to social media, we often find there is unique utility to every social media platform,” says Menaka Gopinath, President of Ipsos Social Media Exchange in North America. “People have different motivations, needs and desires they are looking to address by leveraging social media platforms. Ultimately, though, social media is all about empowering the everyday person.”

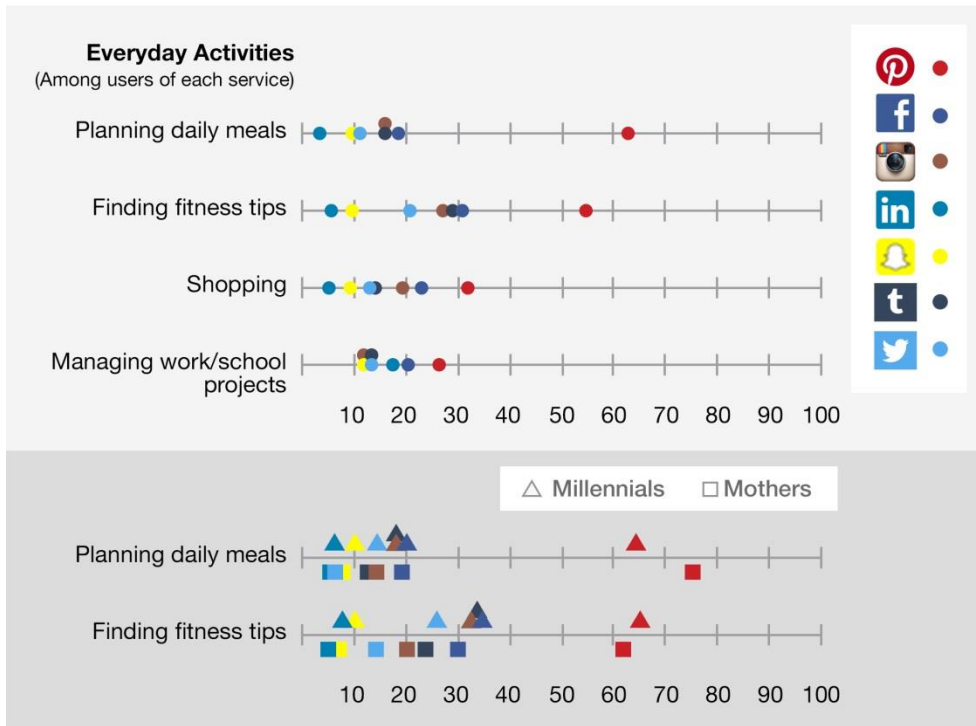
So sit back, relax, and take a look at which of your favorite apps are best for finding inspiration and tackling your various goals in 2016.

1. Take control of your daily planning

Struggling to find time for daily tasks such as planning meals or staying healthy? Over half of users surveyed say Pinterest is the top site for helping them stay on top of everyday organization. Moms in particular say they turn to Pinterest for planning daily meals, whereas Millennials are more likely than others to use Pinterest for finding fitness tips.



Based on your experience with these services, which works best for each of the following:



Total: Pinterest (n=2802), Facebook (n=4774), Instagram (n=2656), LinkedIn (n=1878), Snapchat (n=1542), Tumblr (n=1113), Twitter (n=3062)

Millennials: Pinterest (n=1383), Facebook (n=2384), Instagram (n=1735), LinkedIn (n=778), Snapchat (n=1222), Tumblr (n=852), Twitter (n=1628)

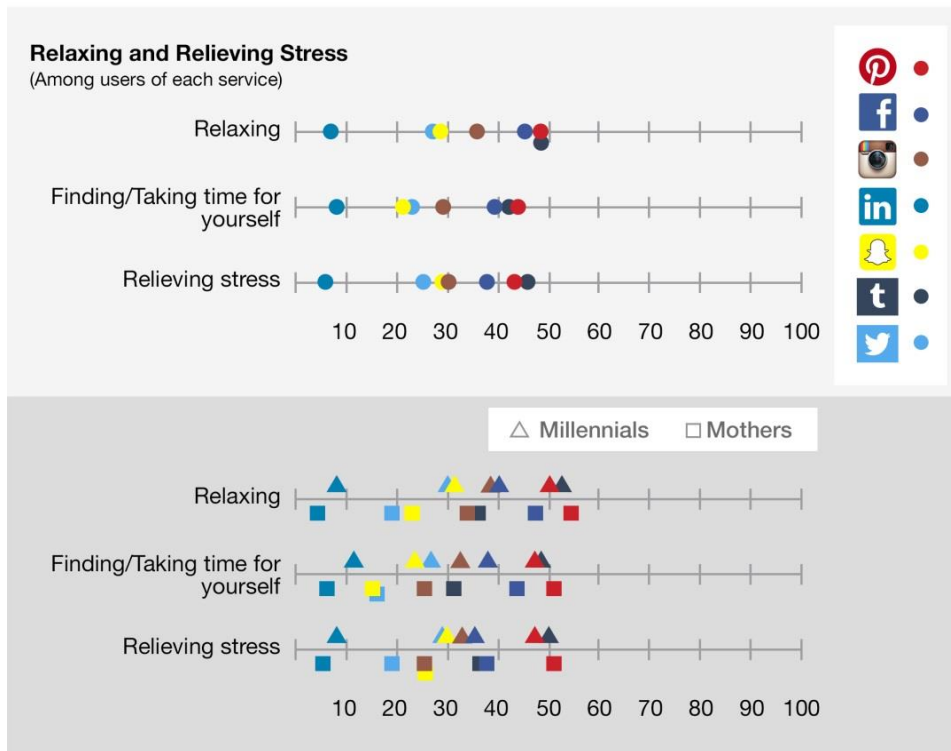
Mothers: Pinterest (n=846), Facebook (n=1016), Instagram (n=596), LinkedIn (n=309), Snapchat (n=267), Tumblr (n=119), Twitter (n=577)

2. Find more “me” time

If you’re looking to relax and take some more time for yourself, make Pinterest, Facebook or Tumblr your personal retreats. Moms especially turn to Pinterest and Facebook to relax and relieve stress, while Millennials lean towards Tumblr.



Based on your experience with these services, which works best for each of the following:

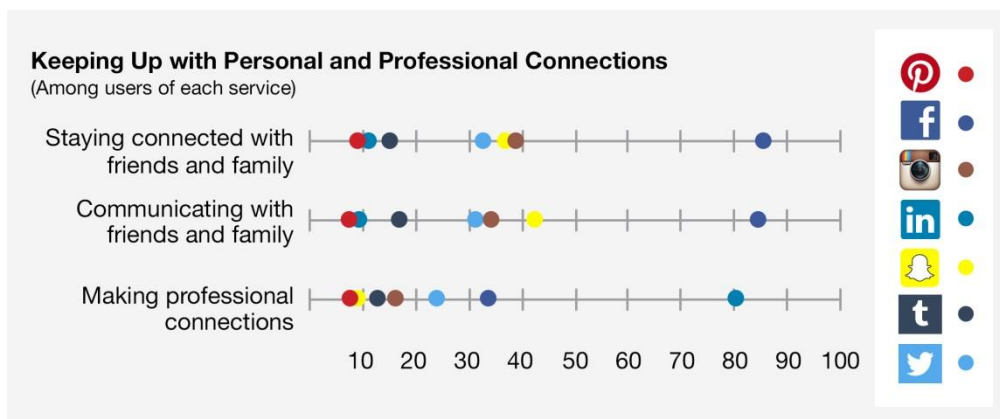


3. Stay connected

If you want to spend more time connecting with friends and family this year, Facebook is the place to be. LinkedIn is your best bet for connecting with professional connections.



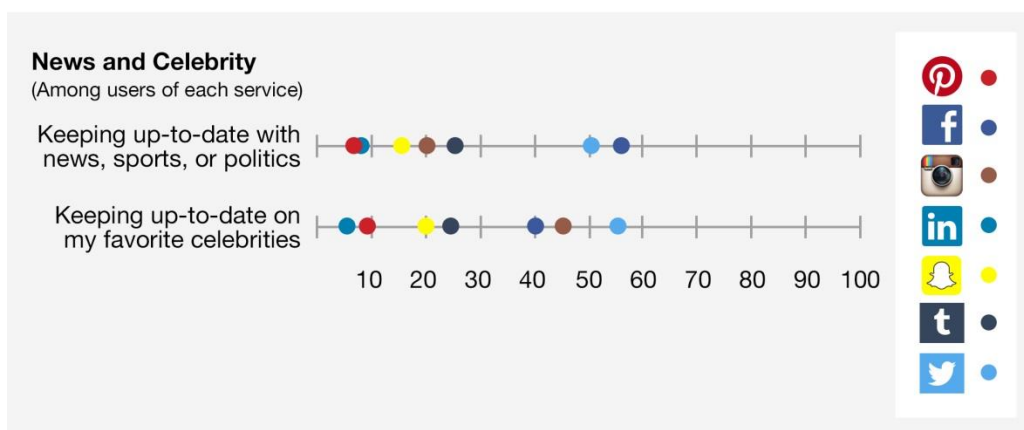
Based on your experience with these services, which works best for each of the following:



4. Keep up with the world

Follow the latest news, sports and politics on Facebook and Twitter. And if you're looking to increase your regular dose of celebrity updates, add Instagram to the list as well.

Based on your experience with these services, which works best for each of the following:

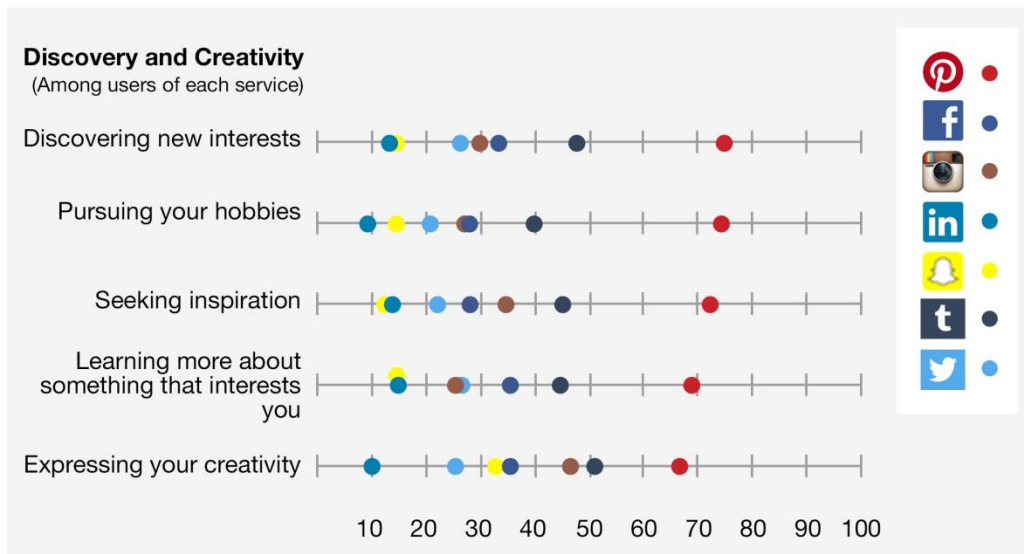




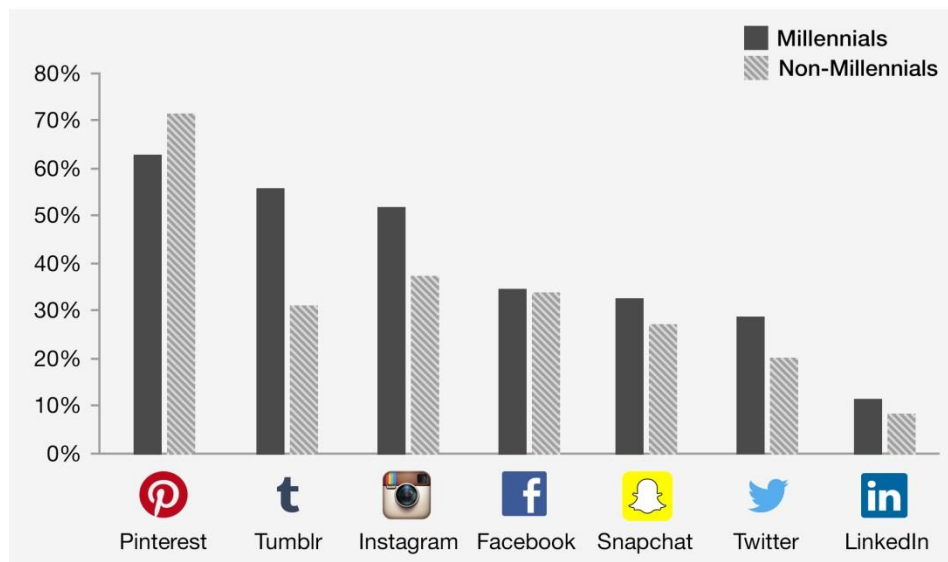
5. Discover something new

Who doesn't love to be inspired by a new discovery? People think Pinterest is the best platform to turn to for learning and creative expression compared to any other social platform. Tumblr and Instagram are also popular destinations among Millennials to express creativity.

Based on your experience with these services, which works best for each of the following:



Expressing Your Creativity



Millennials: Pinterest (n=1383), Facebook (n=2384), Instagram (n=1735), LinkedIn (n=778), Snapchat (n=1222), Tumblr (n=852), Twitter (n=1628)

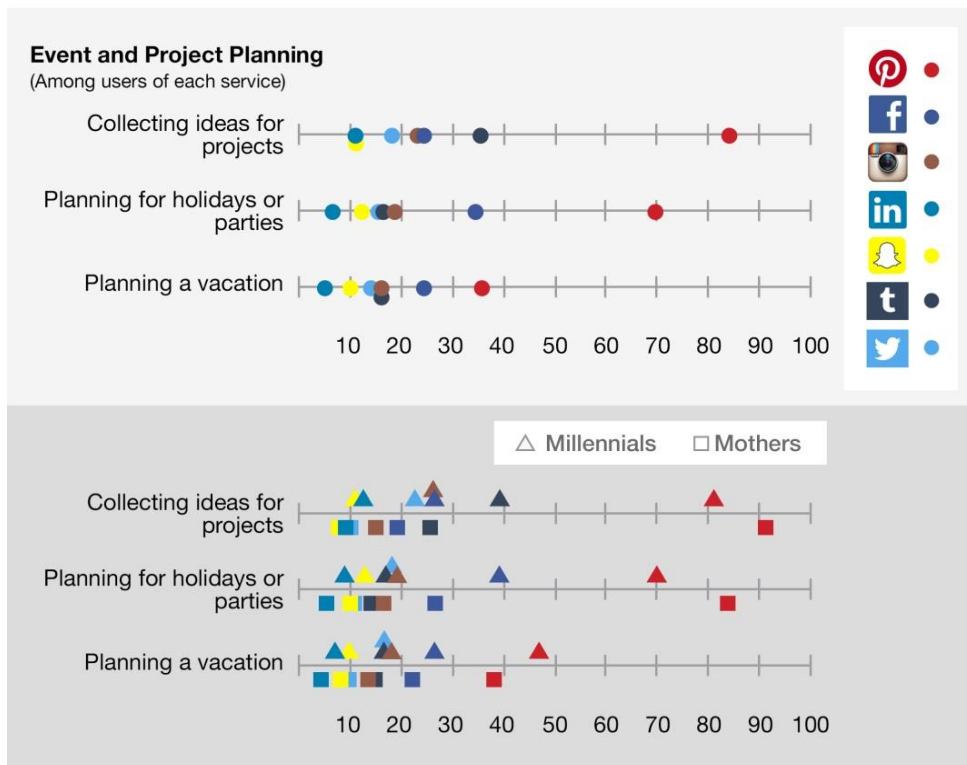
Non-Millennials: Pinterest (n=1419), Facebook (n=2390), Instagram (n=921), LinkedIn (n=1100), Snapchat (n=320), Tumblr (n=261), Twitter (n=1434)

6. Plan ahead

If you're the type of person who likes to feel prepared for your next big project, holiday or vacation, make Pinterest your long-term organizer too. Both Moms and Millennials favor Pinterest over all other sites for help in planning and collecting ideas for projects.



Based on your experience with these services, which works best for each of the following:



Cheers to a happy, relaxing and productive new year!

For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services, North America
Ipsos
(778) 373-5136
elen.alexov@ipsos.com

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Jared Mack
Vice President
Ipsos
(310) 736-3427
jared.mack@ipsos.com

Menaka Gopinath
President, Ipsos SMX NA
Ipsos
(310) 736-3331
menaka.gopinath@ipsos.com

News Releases are available at: <http://www.ipsos-na.com/news/>

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