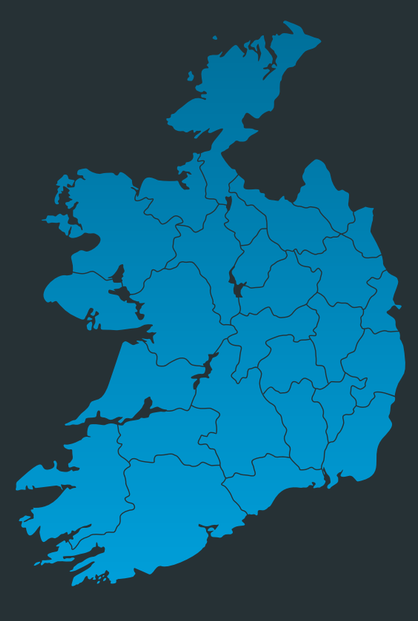
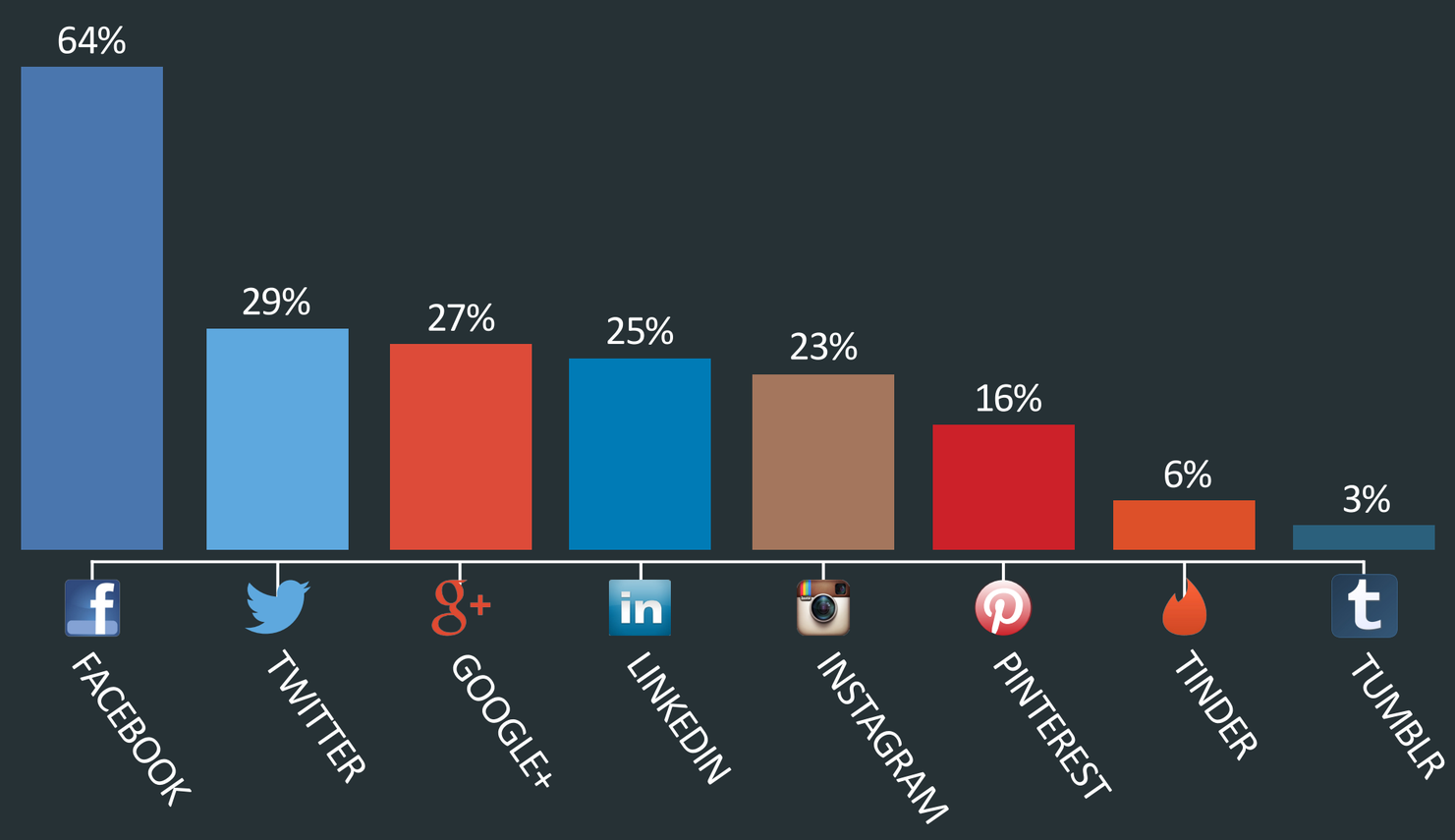
Ipsos MRBI

SOCIAL NETWORKING TRACKER - APRIL 2016

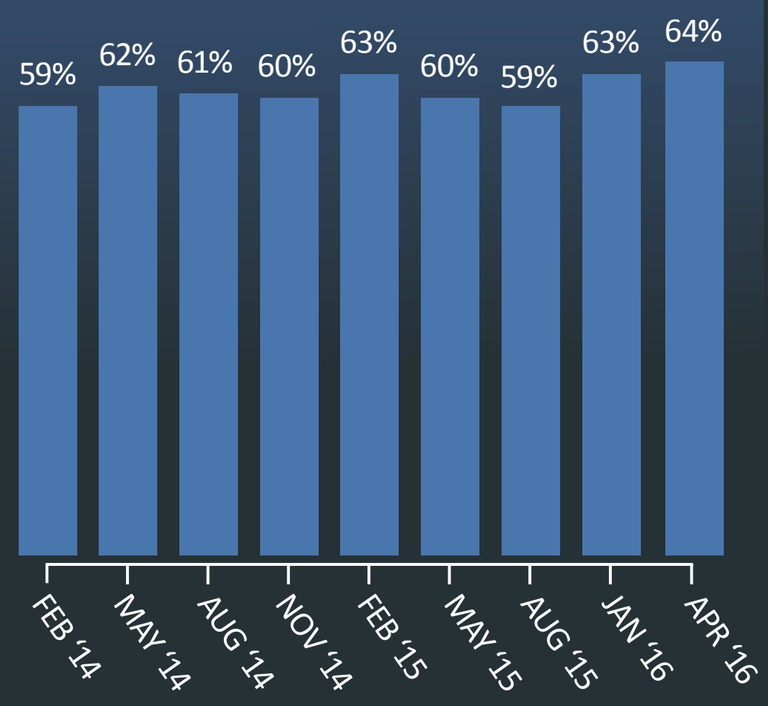
@IpsosMRBI



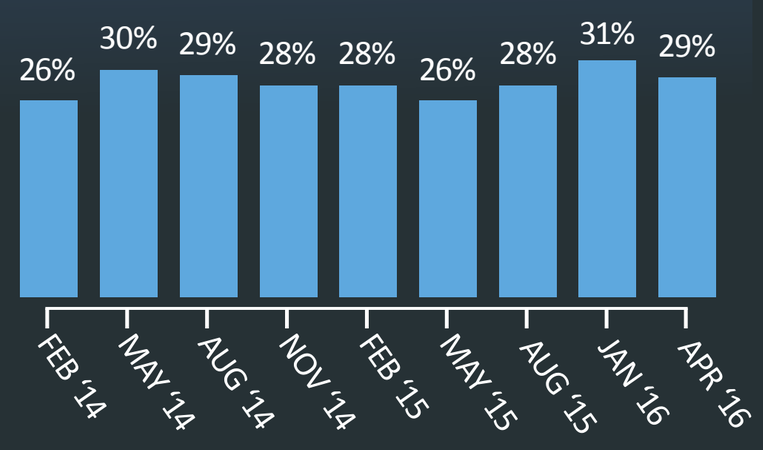
% Social Network Account Owners in Ireland - April 2016



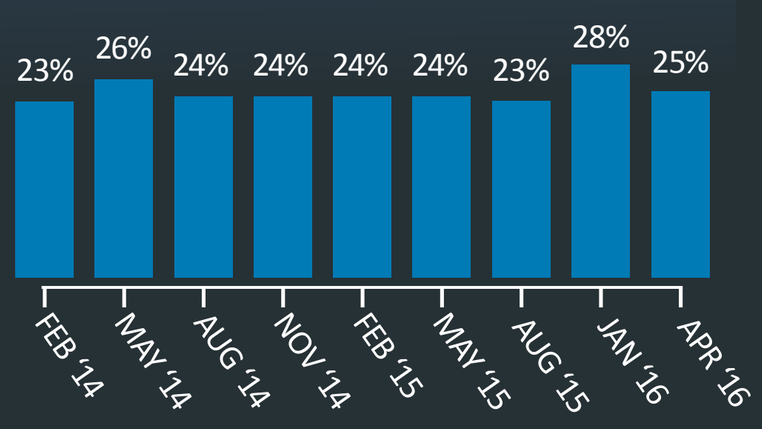
FACEBOOK



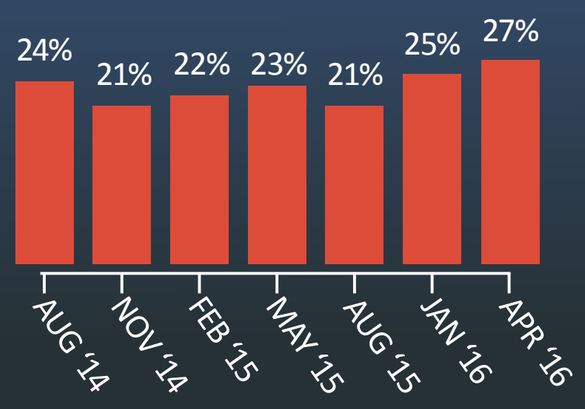
TWITTER



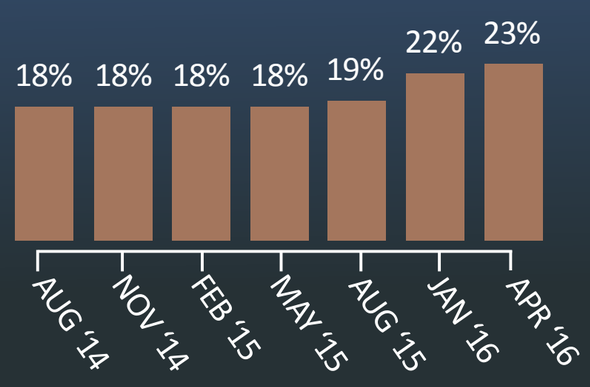
LINKEDIN



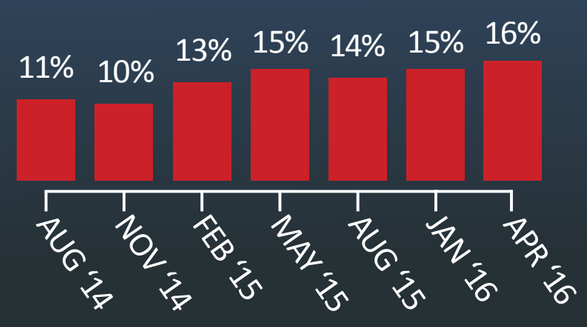
GOOGLE+



INSTAGRAM



PINTEREST



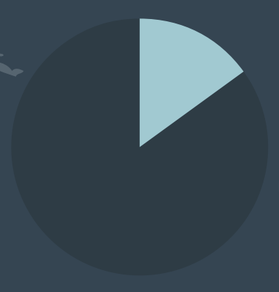
Of those who have each of the following Social Networks, what proportion of them use it daily:

72% (-2%) FACEBOOK

50% (+2%) INSTAGRAM

39% (+4%) TWITTER

19% (-4%) GOOGLE+



15% (+3%) PINTEREST

14% (-4%) LINKEDIN

( )% Change since January 2016

Powered by: Ipsos MRBI Omnipoll. Omnipoll is a telephone omnibus survey which interviews a fresh sample of 1,000 adults aged 15+ every three weeks. Please contact Belinda Norton or Mara Achetraritei on e-mail at belinda.norton@ipsos.com or mara.achetraritei@ipsos.com or phone +353 (0)1 4389000 for further information.

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