

What eMarketer Analysts Expect in 2020 with Jasmine Enberg and Blake Droesch: Social Entertainment

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eMarketer Editors

eMarketer senior analyst Jasmine Enberg and junior analyst Blake Droesch discuss one thing that summed up 2019 for each of them, as well as some of their predictions for 2020, focusing on social entertainment.

For What Purposes Do US Social Media Users Use Select Social Media Platforms?

% of respondents, Q3 2019

1 Keep contact with friends and family

2 Entertainment

3 News

4 Follow brands/companies

5 Strengthen professional network

6 Other

	1	2	3	4	5	6
Facebook	88%	33%	23%	17%	11%	6%
WhatsApp	82%	10%	7%	4%	13%	4%
Snapchat	74%	42%	12%	10%	7%	6%
Instagram	67%	47%	15%	34%	13%	6%
Twitter	34%	48%	48%	33%	14%	12%
LinkedIn	15%	3%	11%	20%	84%	6%
Tumblr	12%	60%	17%	15%	12%	21%
Pinterest	9%	49%	8%	32%	8%	40%
YouTube	8%	82%	23%	18%	7%	13%
Periscope	6%	49%	36%	17%	5%	8%
reddit	5%	72%	43%	17%	8%	17%

Note: ages 15+; among users of each social media platform

Source: AudienceProject, "Insights 2019: App & social media usage," Sep 27, 2019

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