

What to Make of Facebook's Q1 2020 Earnings

AUDIO

eMarketer Editors

eMarketer principal analyst Debra Aho Williamson and forecasting analyst Eric Haggstrom discuss Facebook's earnings, \$6 billion Jio investment, changes to Messenger Kids and what's happening with its digital currency Libra.



Which Facebook Activities Have US Facebook Users Done in the Past Month? % of respondents, March 2020 Send a message on Facebook Messenger 51% Browse your feed for posts from your Facebook friends or accounts you follow Post a photo, written status update or video to your feed Watch a video in your feed Visit/use a Facebook Group you are part of Watch other people's Facebook Stories Click or tap on an ad on Facebook Watch a video on Facebook Watch Shop or buy things from Facebook Marketplace 16% Post to my Facebook Story Swipe up on a Facebook Story 14% Make a purchase after clicking or tapping on a Facebook ad None of these Note: 62% of respondents were female and 73% were ages 35+ Source: "The eMarketer Facebook Flash Survey" conducted by Bizrate Insights, March 12, 2020

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