

LOOKING FOR MORE EFFECTIVE SOCIAL MEDIA ENGAGEMENT FOR YOUR BRAND?



With UK consumers now spending 1 hour 20 minutes per day on social media sites, it's increasingly important for brand owners to understand more about their target audiences' social media activities and preferences.

SocialLife, Harris Interactive's definitive survey of UK social media habits, gives you the opportunity to do just that by, uniquely, profiling your customers' social media usage and satisfaction, benchmarked against category and other sectors. We've profiled over 300 of the UK's favourite brands to date.

Take a glimpse of the social media segments across different brands **HERE**



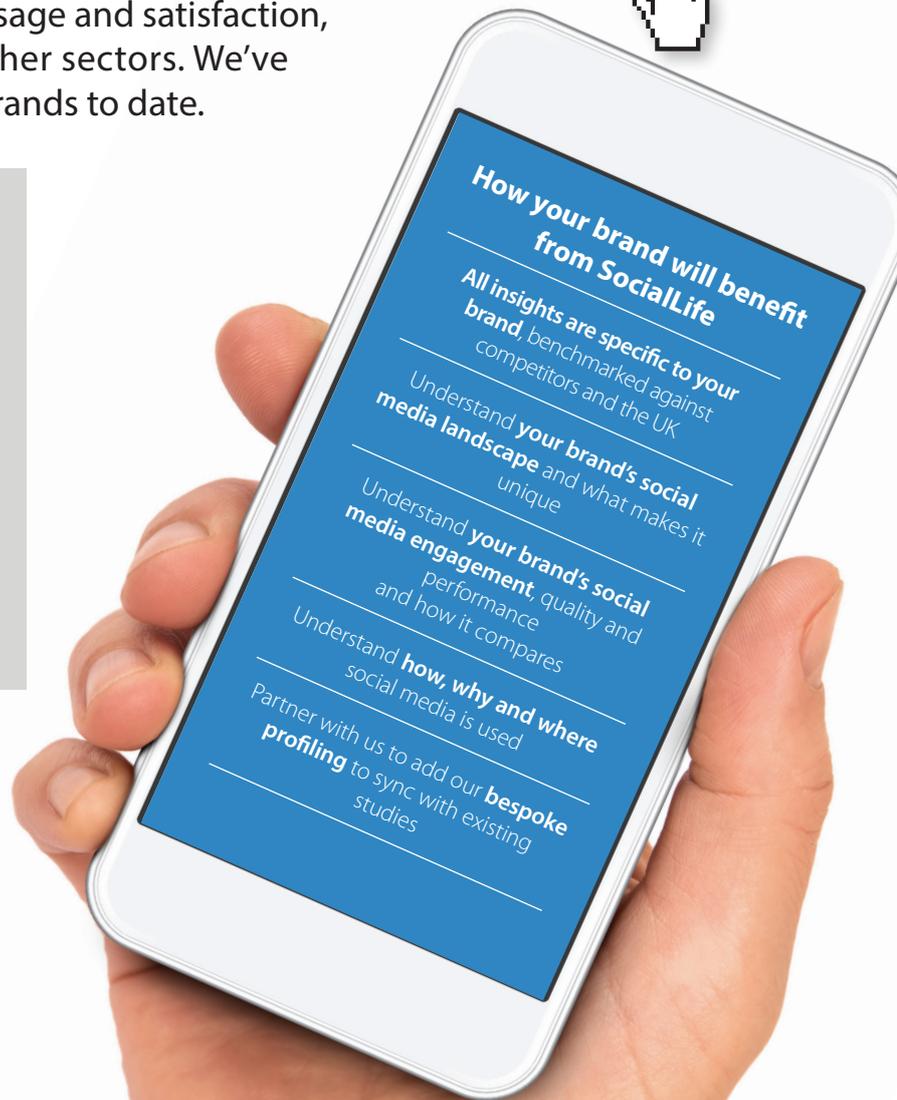
What is SocialLife?

Harris Interactive's social media tracker surveys **3,000+ representative social media users aged 11+** three times each year.

All of the key platforms included, from long-established like **Facebook** to challenger sites like **Snapchat** and **Vine**.

Comprehensive **satisfactory, usage and attitudes data** captured that we can profile at total market, sector and brand levels.

A brand new **market segmentation** to help you understand your audience at a glance and then in detail.



Get in touch with us to discuss how your brand can benefit from SocialLife!

£1,900 for a report profiling your brand's customers

£500 to add other brands to future waves of SocialLife

Bespoke questions / insight can be discussed

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