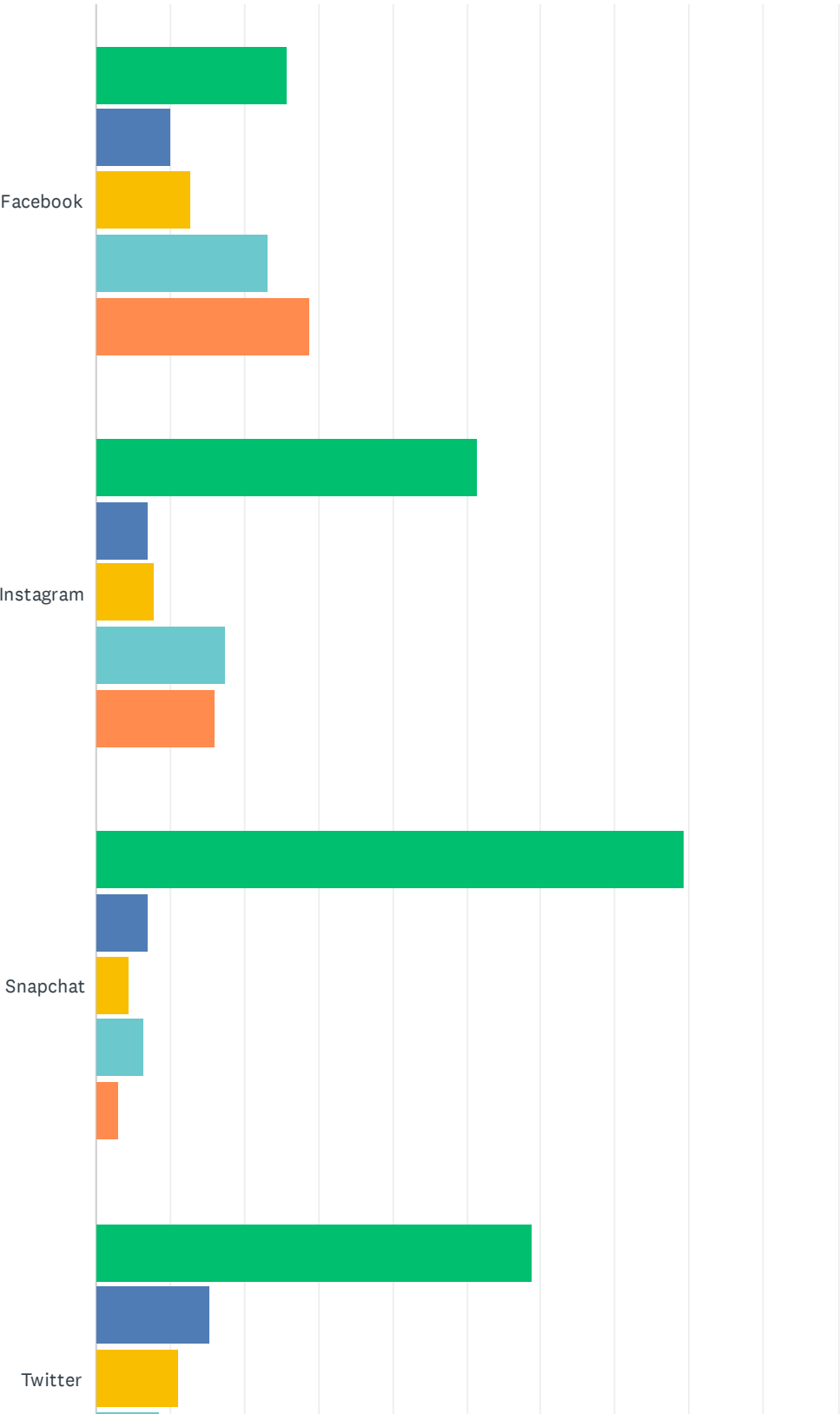
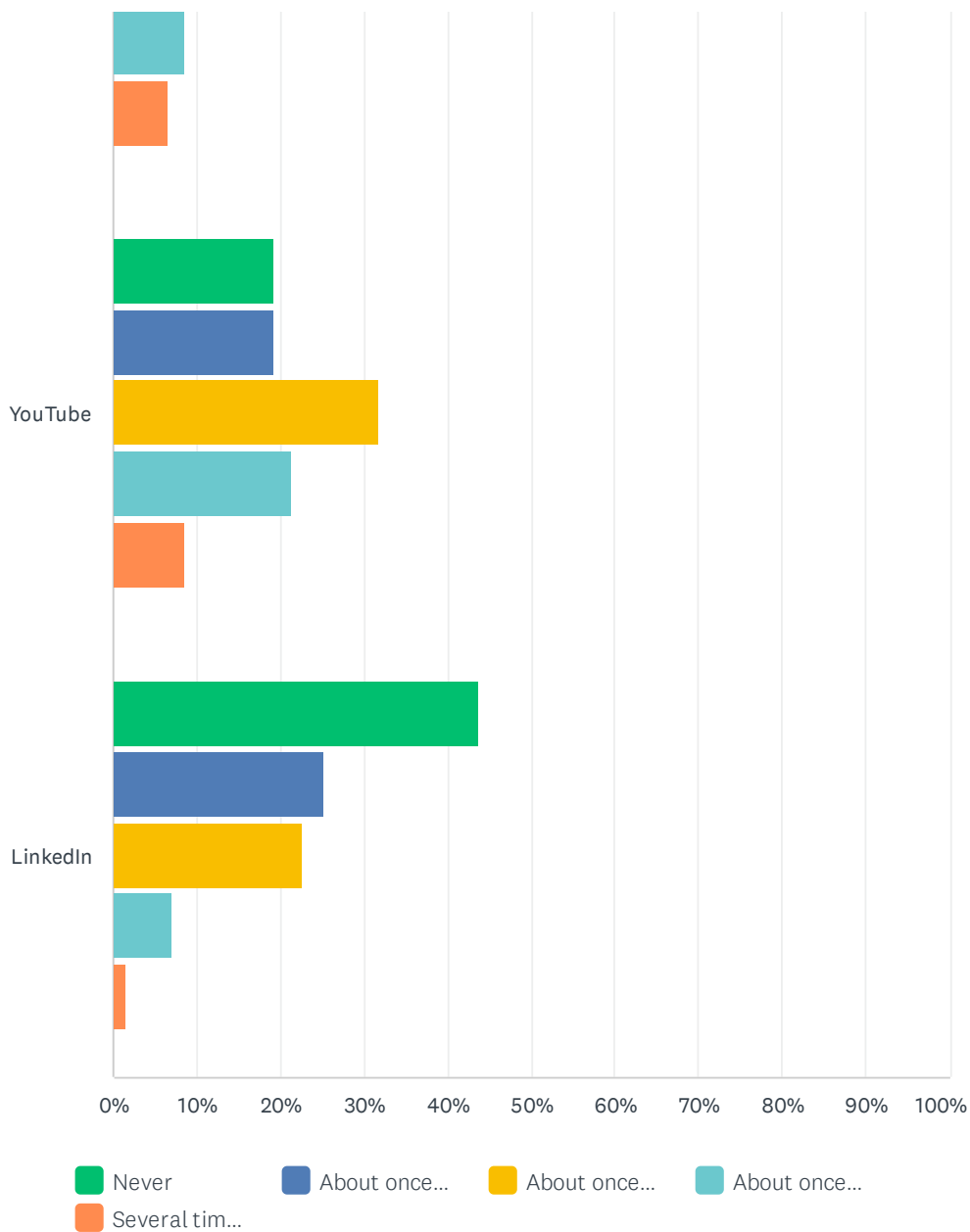


Q1 Please indicate how frequently you use the following social media applications or websites.

Answered: 320 Skipped: 1



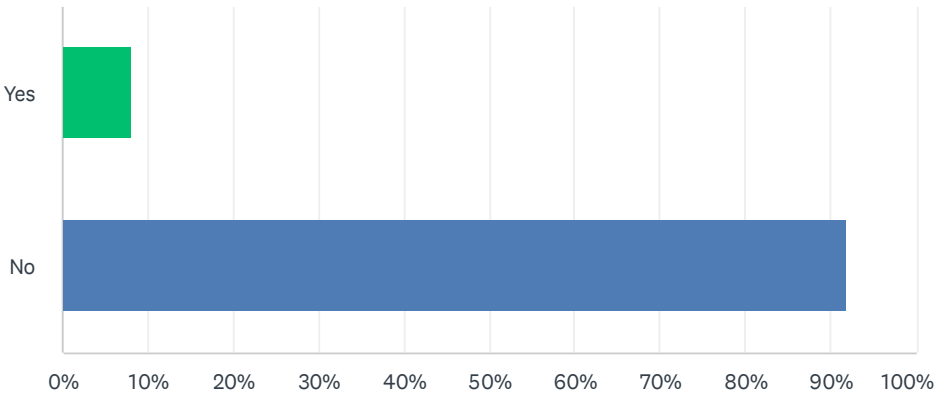
ASPA Social Media Survey



	NEVER	ABOUT ONCE A MONTH	ABOUT ONCE A WEEK	ABOUT ONCE A DAY	SEVERAL TIMES A DAY	TOTAL RESPONDENTS
Facebook	25.71% 82	10.03% 32	12.85% 41	23.20% 74	28.84% 92	319
Instagram	51.44% 161	7.03% 22	7.99% 25	17.57% 55	15.97% 50	313
Snapchat	79.29% 245	7.12% 22	4.53% 14	6.47% 20	2.91% 9	309
Twitter	58.79% 184	15.34% 48	11.18% 35	8.63% 27	6.71% 21	313
YouTube	19.11% 60	19.11% 60	31.85% 100	21.34% 67	8.60% 27	314
LinkedIn	43.81% 138	25.08% 79	22.54% 71	6.98% 22	1.59% 5	315

Q2 Do you use any other social media platforms?

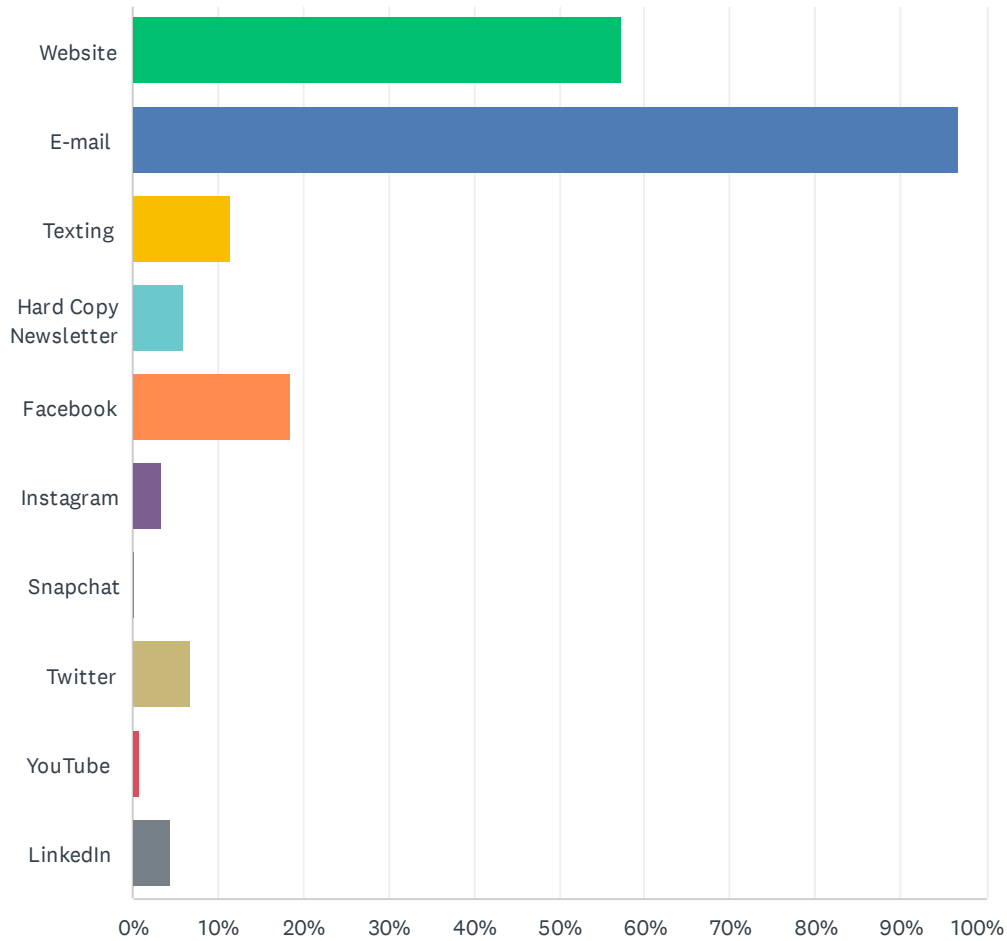
Answered: 320 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	8.13%	26
No	91.88%	294
TOTAL		320

Q3 Which platform (s) would you like ASPA to use to communicate with you about ASPA business? (Choose up to three.)

Answered: 319 Skipped: 2



ASPA Social Media Survey

ANSWER CHOICES	RESPONSES	
Website	57.37%	183
E-mail	96.87%	309
Texting	11.60%	37
Hard Copy Newsletter	5.96%	19
Facebook	18.50%	59
Instagram	3.45%	11
Snapchat	0.31%	1
Twitter	6.90%	22
YouTube	0.94%	3
LinkedIn	4.39%	14
Total Respondents: 319		