INSTAGRAM USERS

CASE STUDY

Eyes4Research

One of the world's top social media platforms, Instagram has over 1.4 billion users worldwide. Among those users, there are many different ways in which to engage with the app and connect with people and brands around the world.

From a market research perspective, there is a treasure trove of data to be collected from Instagram users that can help companies target their audiences.

Client:

A company based in Los Angeles approached E4R to conduct a survey targeting Instagram users with the objective of exploring communication behaviors and preferences of different user types.

The Challenge

Clearly distinguishing between the different types of account ownership on Instagram was the most important criterion for this survey. Account ownership for the Instagram app for the purposes of this survey is broken down into three categories:

- Single Account Owner
- Multiple User, Single Account (MUSA)
- Single User, Multiple Accounts (SUMA)

Also important to note was the type of account each respondent had on Instagram, the breakdown of which is also split into three categories:

- Creator
- SMB
- Personal
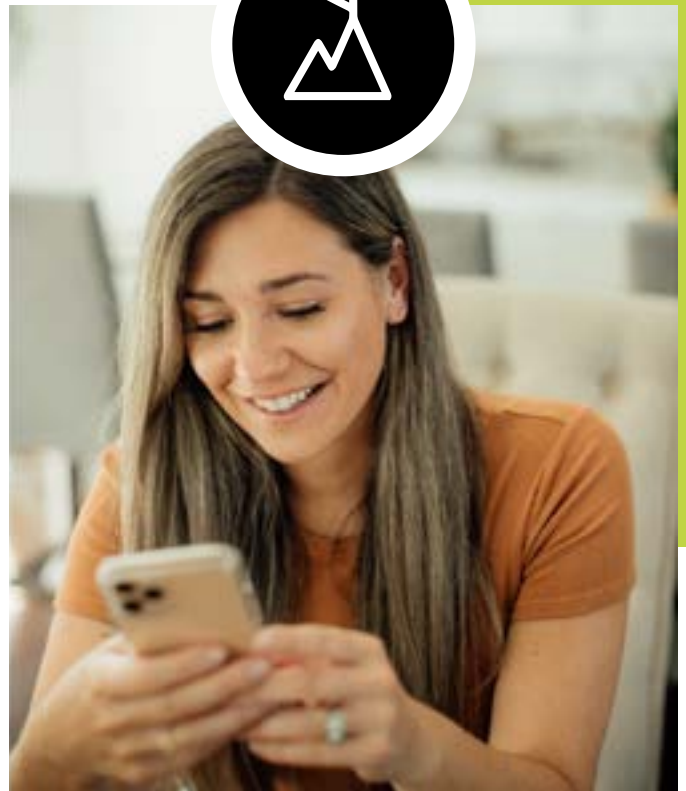
In order to qualify for the survey, respondents were required to be at least 13 years old, be a U.S. resident, and be an active Instagram user, logging onto the app at least once a week. The target age cohort was comprised of three ranges: early teens (13-15), late teens (16-17), and adults (aged 18+).

The following project requirements apply:

- Sample size- 844
- Region- U.S.
- Field Time- 2 days
- LOI- 15 minutes

The Response & Strategy

Depending on which criterion each respondent fell into, they were asked questions pertaining to their experiences with engagement on Instagram; such as how often they use the app and the quality of their engagement.

Respondents were also asked about their level of satisfaction with the content on Instagram, and their thoughts on the notifications sent by the app, as well as what types of activities they engaged in while using Instagram.

The Client Feedback

Eyes4Research provided the client with on-time and on-budget data collection that targeted the Client's desired audience. Eyes4Research was able to provide 20 completes for a study that was live for 2 days in total. The timely delivery of the data meant that the Client was able to apply the findings to facilitate the completion of their own project.

Start your research on the right path

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