We wanted to find out how women consume YOU Magazine, what they like most about it (including their favourite topics and sections) and how they engage with what they’ve seen. We also wanted to discover how YOU readers engage across 5 different categories.

**APPROACH:**
10 min online survey sent to external access panel

**FIELDWORK DATES:**
28th February – 13th March 2023

**SAMPLE:**
548 participants drawn from CRM database, aged 18+ monthly YOU Magazine readers

Data weighted to monthly print audience by age; reporting limited to female participants.
A LITTLE ABOUT YOU!

YOU Magazine the most read Sunday Supplement and read by more people than almost all women’s weeklies and monthlies

1.4m
read YOU Magazine
every week
(863k women)

2.1m
read YOU Magazine
every month
(1.3m women)

Monthly Reach of YOU vs. Key Competitors

YOU
2.1m

The Sunday Times Magazine
1.9m

The Sunday Times (Style)
1.4m

The Telegraph Magazine
1.24m

Good Housekeeping
1.18m

Vogue
915k

The Observer Magazine
811k

The Guardian Saturday Magazine
757k

Elle
436k

Grazia
383k

Source: YOU Magazine Reader Survey (March 2023) Base: 548 Women | PAMCo 4 2022
"KEY FINDINGS"
KEY FINDINGS

Summary 1

HOW DO WOMEN CONSUME YOU MAGAZINE?

• On average, YOU Magazine is read for 33 minutes and kept for 4 days
• YOU is read by multiple people in the household
• 7 in 10 read most / all of their copy of YOU Magazine

WHY DO WOMEN CONSUME YOU MAGAZINE?

• 7 in 10 YOU Magazine readers say YOU is a reason to purchase the Mail on Sunday
• YOU Magazine readers are loyal, having read for an average of 15 years
• YOU Magazine is seen as entertaining (76%), relatable (58%) and makes readers feel positive (48%)
• YOU Magazine is trusted for advice and providing inspiration
• Health, ‘real life’ features and food & drink recipes are the most read topics / features

YOU Magazine is #1 amongst its competitors with 2.1m readers every month!
KEY FINDINGS

SUMMARY 2

WHY DO WOMEN CONSUME YOU MAGAZINE? (cont.)

• Food & drink, crossword, health and beauty are the most favoured topics / features

• The Canny Cook, Ageless Style and Everyone’s Talking About are the most read sections

• Liz Jones’ Diary is a favourite section to 2 in 5 readers

HOW DO WOMEN ENGAGE WITH WHAT THEY’VE SEEN?

• The majority recall seeing advertising recently in YOU Magazine (8 in 10), 1 in 2 are satisfied with the range included

• YOU Magazine drives action with 3 in 10 having taken action as a result of seeing an advert or article

• 1 in 2 recall seeing advertising in YOU Magazine for skincare recently

A BIT ABOUT YOU READERS

• Readers are most interested in eating and drinking well (58%)

• Given £20,000 to spend, 15% of you readers would spend it on home improvements or treating family and friends
HOW DO WOMEN CONSUME YOU MAGAZINE?
READERS SPEND JUST OVER HALF AN HOUR READING YOU MAGAZINE AND KEEP FOR 4 DAYS, ON AVERAGE, WITH 7 IN 10 READING THEIR COPY MOSTLY, IF NOT FULLY, COVER-TO-COVER

Source: YOU Magazine Reader Survey (March 2023)
Base: 459 (All Women, Monthly Print Readers)

Q - Thinking about the last time you read YOU Magazine in its printed format, approximately how much of the edition did you read? / How long IN TOTAL did you spend reading it? / How long do you typically keep an edition of YOU Magazine in your home to read?

<table>
<thead>
<tr>
<th>Average Time Spent Reading</th>
<th>Average Time Copy Kept For</th>
<th>Proportion of Edition Read</th>
</tr>
</thead>
<tbody>
<tr>
<td>33 minutes</td>
<td>4 days</td>
<td>7 in 10</td>
</tr>
<tr>
<td>In total spent by women reading their copy of YOU Magazine on average</td>
<td>The average amount of time that women keep their copy of YOU Magazine</td>
<td>women read most if not all of their edition of YOU Magazine</td>
</tr>
</tbody>
</table>

1 in 3 keep for a week or more
A COPY OF YOU MAGAZINE IS WIDELY READ - HALF OF READERS SHARE THEIR COPY WITH OTHERS

Q - Who else reads your copy of YOU Magazine?

READ BY OTHERS: 52%

- NO ONE, JUST ME: 48%
- MY HUSBAND, PARTNER: 30%
- FRIENDS: 10%
- OTHER FAMILY MEMBERS: 10%
- MY CHILDREN: 8%

Source: YOU Magazine Reader Survey (March 2023) Base: 459 (All Women, Monthly Print Readers)
"WHY DO WOMEN READ YOU MAGAZINE?"
7 IN 10 SAY YOU MAGAZINE IS A REASON TO PURCHASE THE MAIL ON SUNDAY; A STRONG RELATIONSHIP THAT STRETCHES TO 15 YEARS

Q - Continuing to think about YOU Magazine in its printed format, which, if any, of the following statements do you agree with the most? [NET: Only Reason, a Main Reason, a Positive Reason] / How long have you been a regular reader of YOU Magazine?

agree YOU Magazine is a reason, if not the only reason, they buy the Mail On Sunday

(32% agree its one of the main reasons they buy)

15 years

average number of years read for
YOU MAGAZINE IS SEEN AS ENTERTAINING (76%), INSPIRATIONAL (63%) AND MAKES READERS FEEL POSITIVE AFTER READING (48%)

66% feel YOU provides reliable advice and 58% say it features items they want to buy

Q - Continuing to think about YOU Magazine in its printed format, which, if any, of the following statements do you agree with?

Top Brand Associations

- 76% Entertains me
- 66% Offers reliable advice on the range of topics covered
- 63% Provides inspiration & gives me ideas
- 58% Frequently features items I’d like to buy
- 58% I can relate to the features/content
- 57% Reports and acts ethically
- 52% I can rely on YOU’s advice/recommendations
- 48% It makes me feel positive after reading it

Source: YOU Magazine Reader Survey (March 2023) Base: 459 (All Women, Monthly Print Readers)
HEALTH, ‘REAL LIFE’ FEATURES AND FOOD & DRINK RECIPES ARE THE MOST READ TOPICS / FEATURES

Those 35-54 are significantly more likely to read the home interiors section, those 55+ are significantly less likely to read horoscopes.

Q – How frequently, if at all, do you read each of the articles / features on the following? [NET: Always, Often & Occasionally Read]

Frequency of Reading - Topics / Features

<table>
<thead>
<tr>
<th>Topic</th>
<th>Always</th>
<th>Often</th>
<th>Occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>93%</td>
<td>92%</td>
<td>92%</td>
</tr>
<tr>
<td>‘Real life’ features</td>
<td>10%</td>
<td>23%</td>
<td>60%</td>
</tr>
<tr>
<td>Food &amp; Drink / Recipes</td>
<td>13%</td>
<td>26%</td>
<td>53%</td>
</tr>
<tr>
<td>Celebrity Interviews</td>
<td>9%</td>
<td>22%</td>
<td>61%</td>
</tr>
<tr>
<td>Fashion</td>
<td>87%</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>Shopping pages</td>
<td>10%</td>
<td>32%</td>
<td>54%</td>
</tr>
<tr>
<td>Beauty</td>
<td>85%</td>
<td>10%</td>
<td>51%</td>
</tr>
<tr>
<td>Home interiors</td>
<td>85%</td>
<td>10%</td>
<td>51%</td>
</tr>
<tr>
<td>Problem page</td>
<td>85%</td>
<td>15%</td>
<td>46%</td>
</tr>
<tr>
<td>Crossword</td>
<td>69%</td>
<td>13%</td>
<td>62%</td>
</tr>
<tr>
<td>Horoscopes</td>
<td>82%</td>
<td>21%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: YOU Magazine Reader Survey (March 2023) Base: 459 (All Women, Monthly Print Readers)
FOOD & DRINK, CROSSWORD, HEALTH AND BEAUTY ARE THE MOST FAVoured TOPICS / FEATURES AMONGST MONTHLY READERS

Those 55+ are significantly more likely to favour crosswords whilst those under 35 are significantly more likely to favour horoscopes

Q - Which, if any, of these would you say are your 3 MOST FAVOURITE topics / sections of YOU Magazine? [Top 3]

Favourite Topics / Features

<table>
<thead>
<tr>
<th>Topic / Feature</th>
<th>18-34 (%)</th>
<th>35-54 (%)</th>
<th>55+ (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Drink/Recipes</td>
<td>41%</td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>Crossword</td>
<td>11%</td>
<td>16%</td>
<td>42%</td>
</tr>
<tr>
<td>Health</td>
<td>22%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Beauty</td>
<td>20%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>‘Real life’ features</td>
<td>16%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>Problem page</td>
<td>16%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>Fashion</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Home interiors</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Celebrity Interviews</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Horoscopes</td>
<td>15%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Shopping pages</td>
<td>14%</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: YOU Magazine Reader Survey (March 2023)
Base: 459 (All Women, Monthly Print Readers)
THE CANNY COOK, AGELESS STYLE AND ‘EVERYONE’S TALKING ABOUT’ ARE THE MOST READ SECTIONS

Everyone’s Talking About, Rosie Green, The Chic List and Edwina Ings-Chambers sections appeal to younger audiences

Q - How frequently, if at all, do you read the following sections? [NET: Always, Often & Occasionally Read]

<table>
<thead>
<tr>
<th>Section</th>
<th>NET:</th>
<th>Always</th>
<th>Often</th>
<th>Occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Canny Cook</td>
<td>80%</td>
<td>15%</td>
<td>11%</td>
<td>53%</td>
</tr>
<tr>
<td>Ageless Style</td>
<td>78%</td>
<td>26%</td>
<td>11%</td>
<td>63%</td>
</tr>
<tr>
<td>Everyone’s Talking About</td>
<td>77%</td>
<td>39%</td>
<td>12%</td>
<td>50%</td>
</tr>
<tr>
<td>Liz Jones Diary</td>
<td>76%</td>
<td>46%</td>
<td>11%</td>
<td>43%</td>
</tr>
<tr>
<td>YOU Loves</td>
<td>75%</td>
<td>39%</td>
<td>11%</td>
<td>50%</td>
</tr>
<tr>
<td>Tom Parker-Bowles &amp; Charlotte Kristensen</td>
<td>75%</td>
<td>36%</td>
<td>12%</td>
<td>52%</td>
</tr>
<tr>
<td>Rosie Green</td>
<td>69%</td>
<td>41%</td>
<td>11%</td>
<td>48%</td>
</tr>
<tr>
<td>The Green Guide</td>
<td>69%</td>
<td>31%</td>
<td>12%</td>
<td>56%</td>
</tr>
<tr>
<td>Caroline West-Meads</td>
<td>68%</td>
<td>49%</td>
<td>11%</td>
<td>39%</td>
</tr>
<tr>
<td>The Chic List</td>
<td>66%</td>
<td>48%</td>
<td>12%</td>
<td>38%</td>
</tr>
<tr>
<td>Edwina Ings-Chambers</td>
<td>63%</td>
<td>53%</td>
<td>11%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Source: YOU Magazine Reader Survey (March 2023)
Base: 459 (All Women, Monthly Print Readers)
2 in 5 of Liz Jones’ Diary readers say it is a favourite section of theirs.

Those below the age of 55 are significantly more likely to favour The Green Guide.

Q - Which, if any, of these would you say are your 3 most favourite topics / sections of YOU Magazine? [Top 3]

Favourite Sections

<table>
<thead>
<tr>
<th>Topic</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liz Jones Diary</td>
<td>41%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>The Canny Cook</td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Tom Parker-Bowles &amp; Charlotte Kristensen</td>
<td>12%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Ageless Style</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Rosie Green</td>
<td>7%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Everyone’s Talking About</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>YOU Loves</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>The Green Guide</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>The Chic List</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Caroline West-Meads</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Edwina Ings-Chambers</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: YOU Magazine Reader Survey (March 2023)
Base: 459 (All Women, Monthly Print Readers)
“HOW DO WOMEN ENGAGE WITH WHAT THEY’VE SEEN? ”
Almost half of readers say that advertising draws their attention to new brands.

8 in 10 recall seeing advertising in YOU Magazine recently.

YOU Magazine advertises a good range of products and brands

YOU Magazine often draws my attention to brands I had not considered before

YOU Magazine often advertises brands I like

Q - Have you taken any action as a result of things you have seen and read recently? By recently we mean in the last month or so? / Please state your level of agreement or disagreement with each of the following statements. [NET: Agree]

Source: YOU Magazine Reader Survey (March 2023)
Base: 459 (All Women, Monthly Print Readers)
1 IN 2 READERS RECALL SEEING ADVERTISING FOR SKINCARE PRODUCTS WHILST OVER 2 IN 5 RECALL SEEING ADVERTISING FOR MAKE-UP, TRAVEL, FASHION AND HOME FURNISHINGS

Q - Continuing to think about YOU Magazine. Which, if any, of the following categories do you recall seeing advertising for recently?

Top 10 Types of Advertising Recalled

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skincare Products</td>
<td>49%</td>
</tr>
<tr>
<td>Make-Up</td>
<td>46%</td>
</tr>
<tr>
<td>Travel &amp; Holidays</td>
<td>45%</td>
</tr>
<tr>
<td>Fashion Brands/Stores</td>
<td>43%</td>
</tr>
<tr>
<td>Home Furnishings</td>
<td>42%</td>
</tr>
<tr>
<td>Health</td>
<td>35%</td>
</tr>
<tr>
<td>Fragrance</td>
<td>35%</td>
</tr>
<tr>
<td>Haircare</td>
<td>32%</td>
</tr>
<tr>
<td>Vitamins &amp; Supplements</td>
<td>23%</td>
</tr>
<tr>
<td>Kitchenware/Appliances</td>
<td>18%</td>
</tr>
</tbody>
</table>

Source: YOU Magazine Reader Survey (March 2023)
Base: 459 (All Women, Monthly Print Readers)
3 IN 10 HAVE TAKEN ACTION AS A RESULT OF SEEING AN ADVERT OR ARTICLE

Over 1 in 2 have bought something as a result of seeing advertising or torn out the page to buy later after seeing an article

Q - Have you taken any action as a result of things you have seen and read recently? / Which, if any, of the following have you done recently as a result of seeing an article/advertising?

CALL TO ACTION BY MONTHLY PRINT READERS

28%

ACTION TAKEN FROM SEEING ADVERT

54%

Have bought something

52%

Have looked for more information online / in store

ACTION TAKEN FROM SEEING ARTICLE

53%

Have torn out the page with the intention of buying

40%

Have looked for more information online / in store
"YOU READERS – KEY CATEGORIES"
YOU READERS ARE FASHIONISTAS. THEY RELY ON YOU’S FASHION CONTENT FOR ADVICE AND INSPIRATION AND ARE BIG SPENDERS IN THE CATEGORY.

POWERFUL CONTENT

85% readers are interested in YOU’s fashion content

#2 Ageless Style is YOU’s second most favourite section amongst readers

A VALUABLE FASHIONISTAS AUDIENCE

#1 more readers than Vogue, Elle and Grazia

+134% more likely to be influenced to buy clothes after seeing them on a magazine model

1 in 2 really enjoy shopping for clothes

£684m spent by readers on clothing & accessories in the last 12 months

DRIVING ACTION

2 in 3 say YOU provides them with inspiration and ideas

3 in 10 have taken action as a result of seeing an ad or article
YOU READERS ARE BEAUTY LOVERS. THEY GO TO YOU THE LATEST BEAUTY TIPS AND INSPIRATION AND ARE BIG SPENDERS IN THE CATEGORY.

**POWERFUL CONTENT**
- **85%** readers are interested in YOU’s beauty content
- **#1** most recalled advertising in YOU

**A VALUABLE BEAUTY LOVERS AUDIENCE**
- **YOU**
  - **#1**
  - more readers than Vogue, Elle and Grazia
  - +75%
  - more likely to feel they can't leave their home without makeup

- **YOU** women say beauty products make them feel good about themselves
- **£192m** spent by readers in total on skincare and cosmetics each month

**DRIVING ACTION**
- **2 in 3** say YOU provides them with inspiration and ideas
- **3 in 10** have taken action as a result of seeing an ad or article

Source: YOU Magazine Reader Survey (March 2023) Base: 459 (All Women, Monthly Print Readers) | TGI Feb '23 & PAMCo 4 2022
HEALTH

YOU READERS ARE HEALTH CONCIOUS WITH THEIR PERSONAL WELL-BEING A TOP PRIORITY. THEY RELY ON YOU’S HEALTH CONTENT AS A RELIABLE SOURCE OF ADVICE.

POWERFUL CONTENT

93% readers are interested in YOU’s health content

#3 favourite topic for YOU readers

A VALUABLE HEALTH CONCIOUS AUDIENCE

1 in 2 look after their health to improve their appearance

1 in 2 readers prefer to be active in their leisure time

+48% more likely to take vitamins daily

+169% more likely to have referred to magazines for information on health

DRIVING ACTION

2 in 3 feel that YOU offers reliable advice

3 in 10 have taken action as a result of seeing an ad or article

Source: YOU Magazine Reader Survey (March 2023) Base: 459 (All Women, Monthly Print Readers) | TGI Feb '23
YOU READERS LOVE TO TRAVEL. THEY LOOK TO YOU’S TRAVEL CONTENT FOR INSPIRATION ON WHERE TO GO NEXT!

**POWERFUL CONTENT**

- 7 in 10 readers are interested in reading about travel
- #1 vs. its competitors among those interested in reading about travel

**A VALUABLE TRAVEL LOVING AUDIENCE**

- 1 in 2 readers are passionate about travelling
- 2 in 3 plan to book a holiday in the next 12 months
- 1 in 2 are more likely to have their holiday choice influenced by magazine articles
- £2,852 spent by each reader on holidays in the last 12 months vs. £2,444 GB average

**DRIVING ACTION**

- 2 in 3 say YOU provides them with inspiration and ideas
- 3 in 10 have taken action as a result of seeing an ad or article

Source: YOU Magazine Reader Survey (March 2023) Base: 459 (All Women, Monthly Print Readers) | TGI Feb ‘23 & PAMCo 4 2022
YOU READERS ARE INTERIOR OBSESSED, LOOKING TO YOU’S HOME INTERIORS CONTENT FOR HOME IMPROVEMENT IDEAS AND INSPIRATION.

**POWERFUL CONTENT**
- 85% readers are interested in YOU’s home interiors content
- #2 vs. its competitors among those interested in reading home content
- +90% more likely to agree magazines provide ideas on how to improve their home

**A VALUABLE INTERIORS OBSESSED AUDIENCE**
- 2 in 3 readers have carried out D.I.Y / home improvement in the last 12 months
- 1 in 2 YOU women are always looking for ideas to improve their home
- £729m spent by readers in total on decorating and home improvement

**DRIVING ACTION**
- 2 in 3 say YOU provides them with inspiration and ideas
- 3 in 10 have taken action as a result of seeing an ad or article

Source: YOU Magazine Reader Survey (March 2023) Base: 459 (All Women, Monthly Print Readers) | TGI Feb ‘23 & PAMCo 4 2022
APPENDIX
READERS ARE MOST INTERESTED IN EATING AND DRINKING WELL, CROSSWORDS AND PUZZLES, AND GARDENING

Q - Continuing to think about your hobbies, interests and pastimes, which, if any, of the following do you consider to be a hobby, interest or priority of yours?

Top 10 Hobbies & Interests

<table>
<thead>
<tr>
<th>Hobby</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eating/Drinking Well</td>
<td>58%</td>
</tr>
<tr>
<td>Crosswords/Puzzles</td>
<td>53%</td>
</tr>
<tr>
<td>Gardening</td>
<td>52%</td>
</tr>
<tr>
<td>Shopping</td>
<td>49%</td>
</tr>
<tr>
<td>Cooking</td>
<td>47%</td>
</tr>
<tr>
<td>Walking/Hiking</td>
<td>44%</td>
</tr>
<tr>
<td>Entertaining at Home</td>
<td>42%</td>
</tr>
<tr>
<td>Visiting the Theatre</td>
<td>37%</td>
</tr>
<tr>
<td>Baking</td>
<td>36%</td>
</tr>
<tr>
<td>Keeping Fit</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: YOU Magazine Reader Survey (March 2023) Base: 548 (All Women)
GIVEN £20,000 TO SPEND, 15% OF YOU READERS WOULD SPEND IT ON HOME IMPROVEMENTS OR TREATING FAMILY AND FRIENDS

Q - Imagine you were given £20,000 tomorrow to spend on one of the following. Which, if any, would you choose?

Top 10 Ways to Spend £20,000

- To update my home (new kitchen etc) 15%
- Treating family/friends 15%
- A holiday (not a cruise) 14%
- To save it for the future 13%
- To invest it 7%
- A cruise holiday 5%
- Deposit on a home for my child 5%
- Put toward my mortgage 6%
- New car 10%
GOOD HOUSEKEEPING AND WOMAN & HOME ARE THE MOST COMMONLY READ MAGAZINES BY READERS IN ADDITION TO YOU MAGAZINE

Q - Continuing to think about your reading habits, which, if any, of the following magazines do you read at least once a month?

Source: YOU Magazine Reader Survey (March 2023)
Base: 548 Women
4 IN 5 YOU READERS USE FACEBOOK MONTHLY WHILST OVER 1 IN 2 USE INSTAGRAM

Those 55+ are less likely to use all social media platforms monthly

Monthly Social Media Platform Usage

<table>
<thead>
<tr>
<th>Platform</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>93%</td>
<td>94%</td>
<td>77%</td>
</tr>
<tr>
<td>Instagram</td>
<td>88%</td>
<td>76%</td>
<td>48%</td>
</tr>
<tr>
<td>Twitter</td>
<td>68%</td>
<td>61%</td>
<td>37%</td>
</tr>
<tr>
<td>TikTok</td>
<td>43%</td>
<td>43%</td>
<td>19%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>43%</td>
<td>14%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: PAMCo H1 2023