

# The Social Habit

June 2012

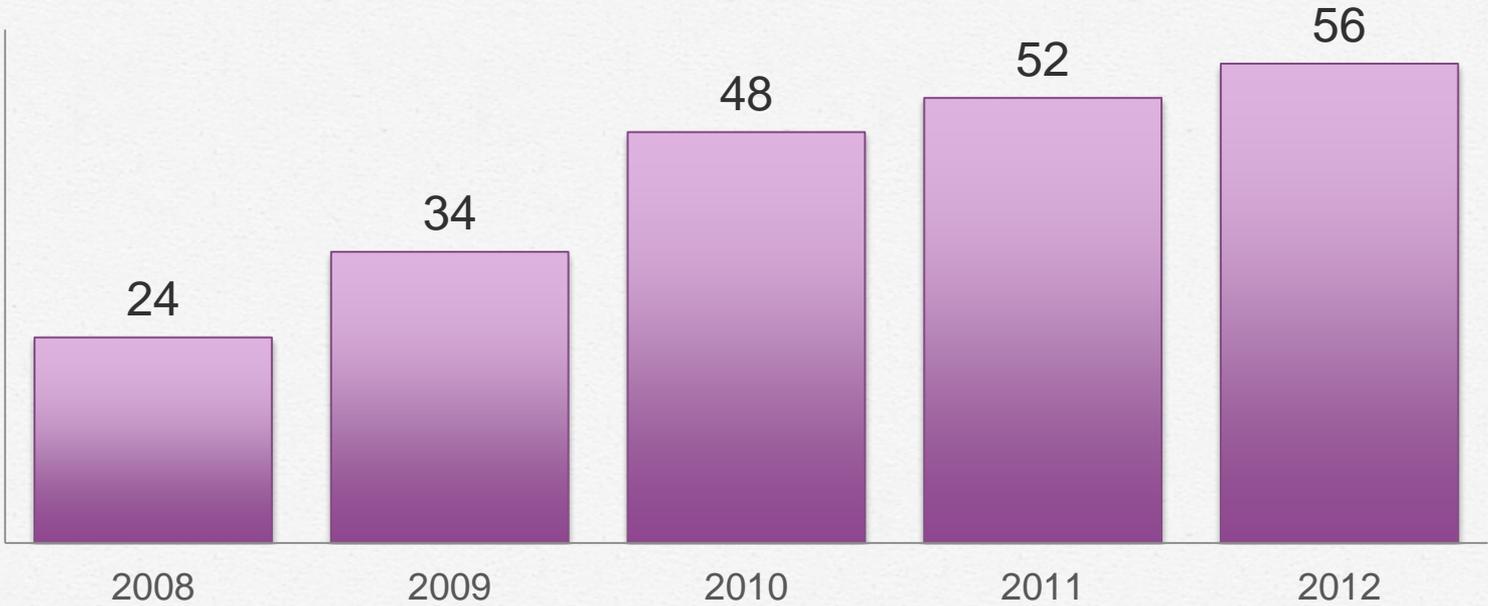


# Methodology

- In January/February 2012, Edison Research and Arbitron conducted a national telephone survey offered in both English and Spanish language (landline and mobile phone) of 2,020 people aged 12 and over
- Data were weighted to national 12+ population figures
- This is the 20<sup>th</sup> study in this series, dating to 1998

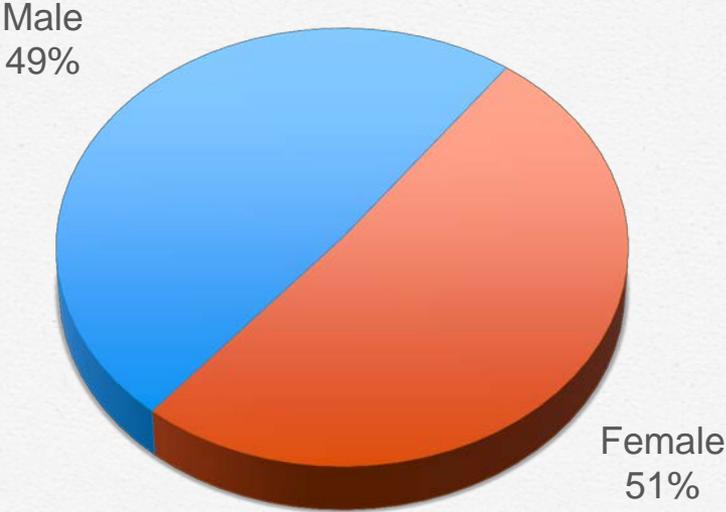
# Over Half of Americans Have a Profile on a Social Networking Site

% Who Currently Have a Personal Profile Page Any Social Networking Website

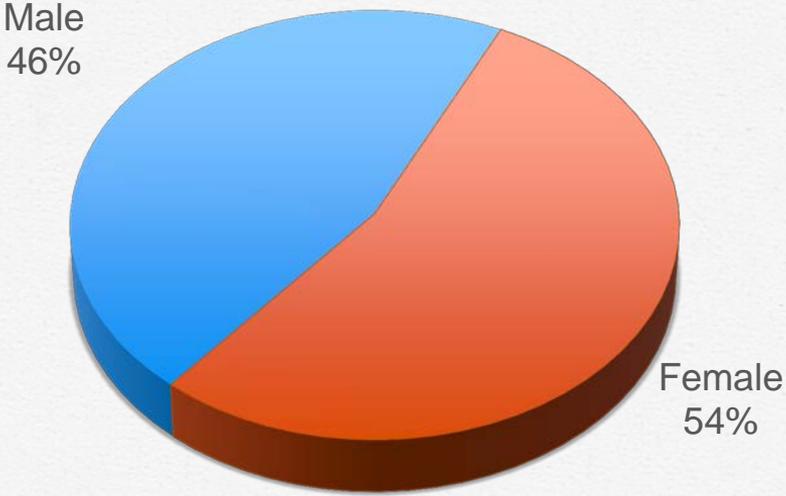


# Social Networkers Lean Slightly More Female Than Population

## Gender Composition



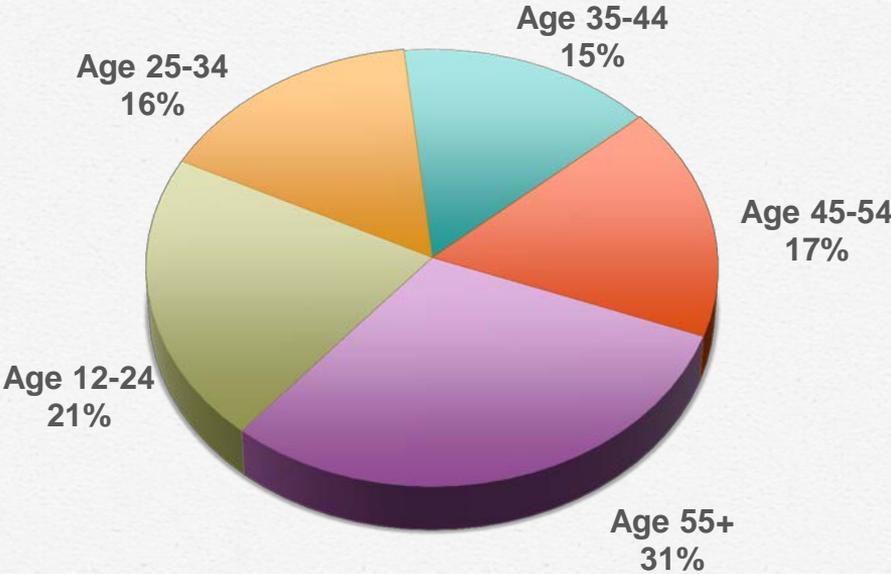
U.S. Population 12+



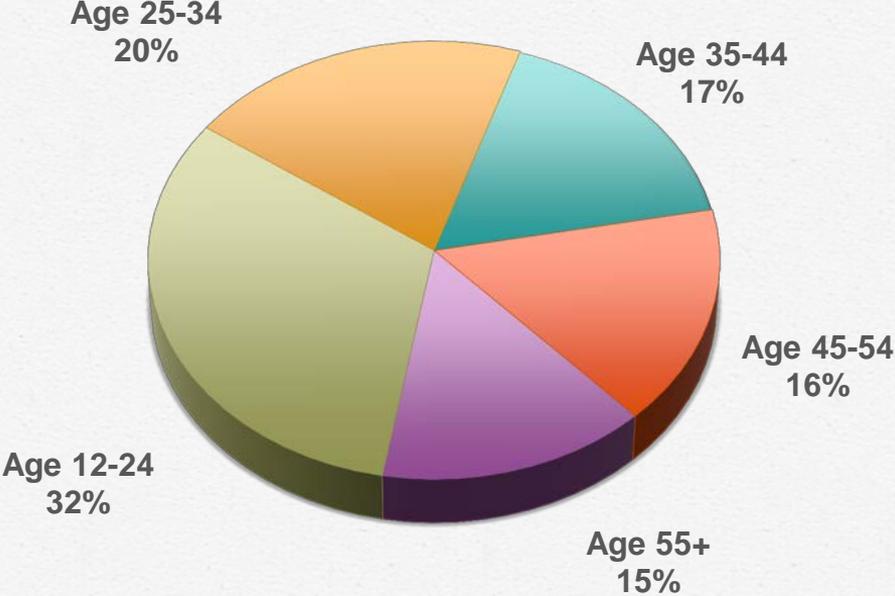
Social Networkers

# Over Half of Social Networking Users Are 12-34

## Age Composition



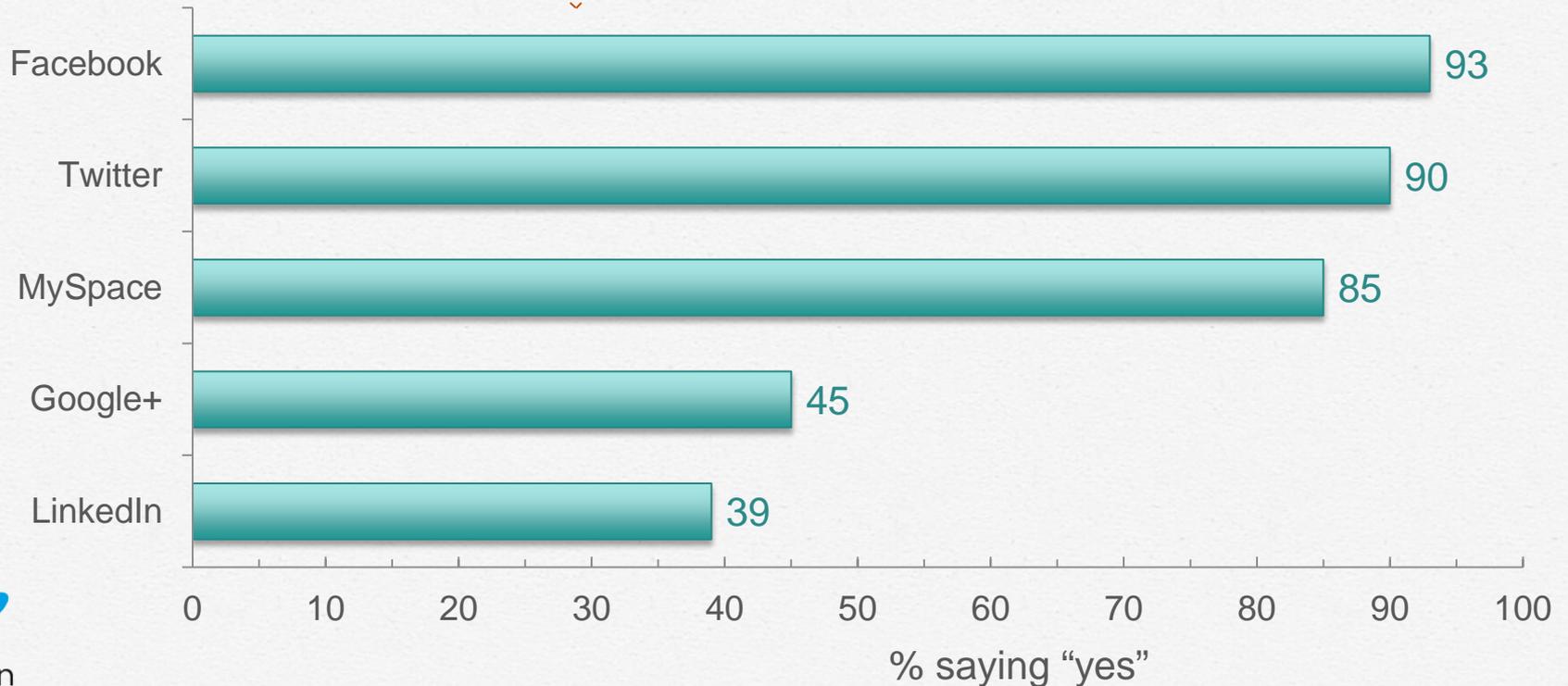
U.S. Population 12+



Social Networkers

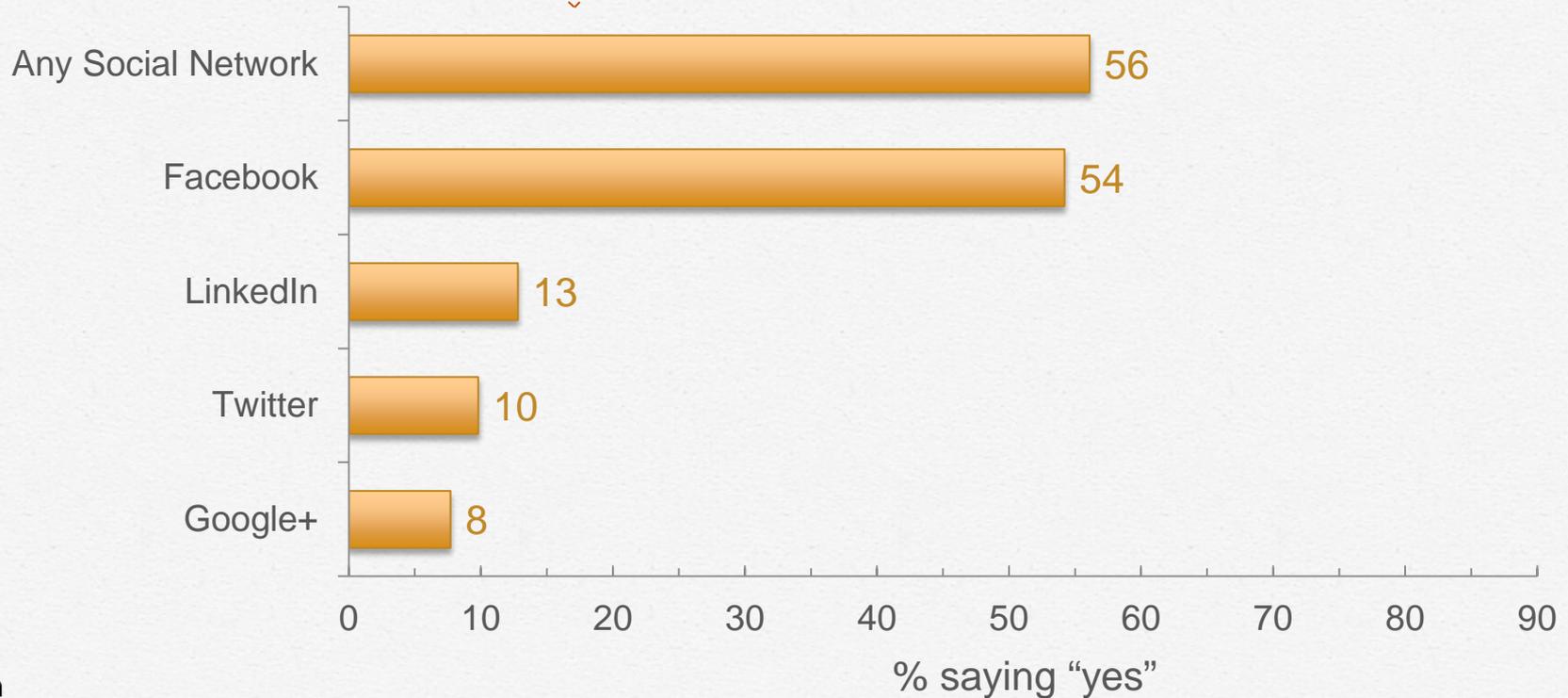
# Awareness of Leading Social Networking Sites is Ubiquitous

*“Have you ever heard of the social networking website named...”*



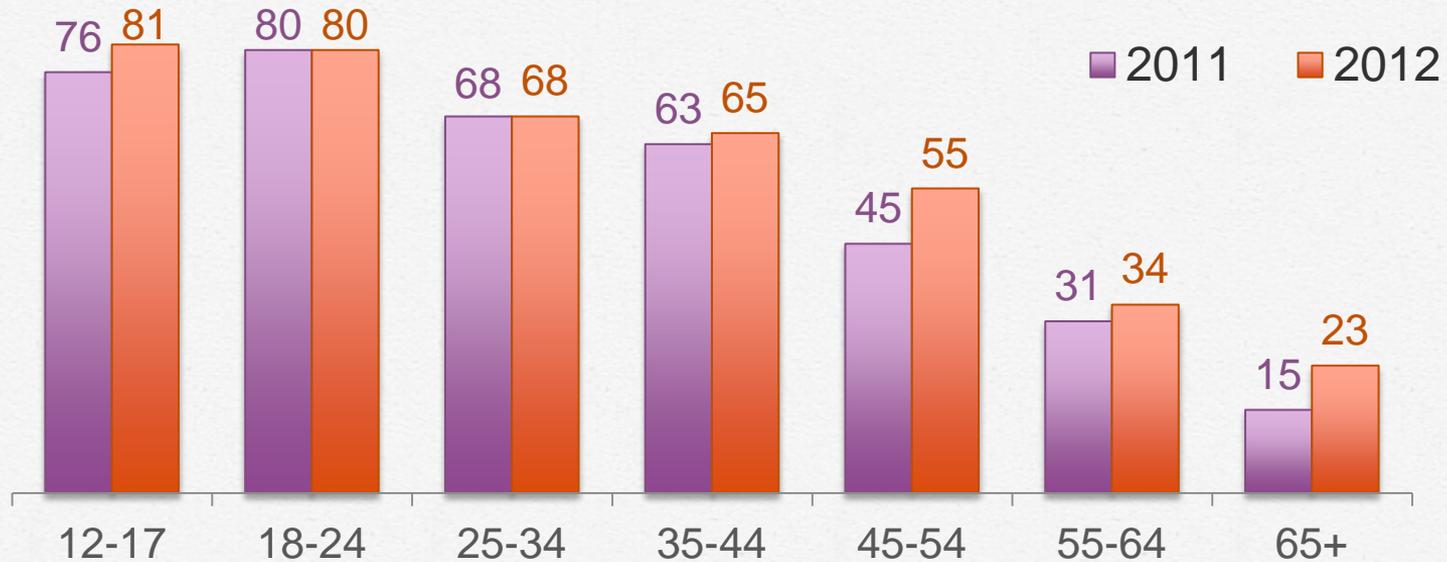
# Facebook Is the Dominant Social Network

*“Do you currently ever use/have your own profile page on...”*



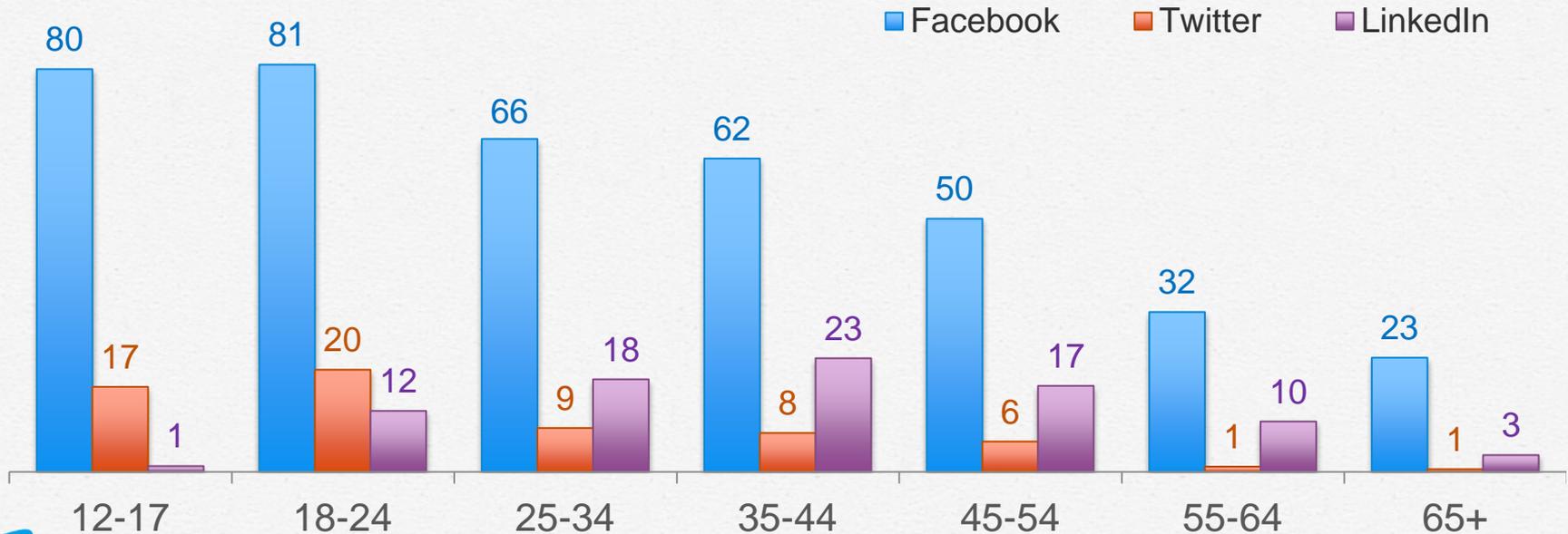
# Year-Over-Year Growth in Social Networking Greatest Among People Age 45 and Older

% by Age Group Who Currently Have a Personal Profile Page on Any Social Networking Website



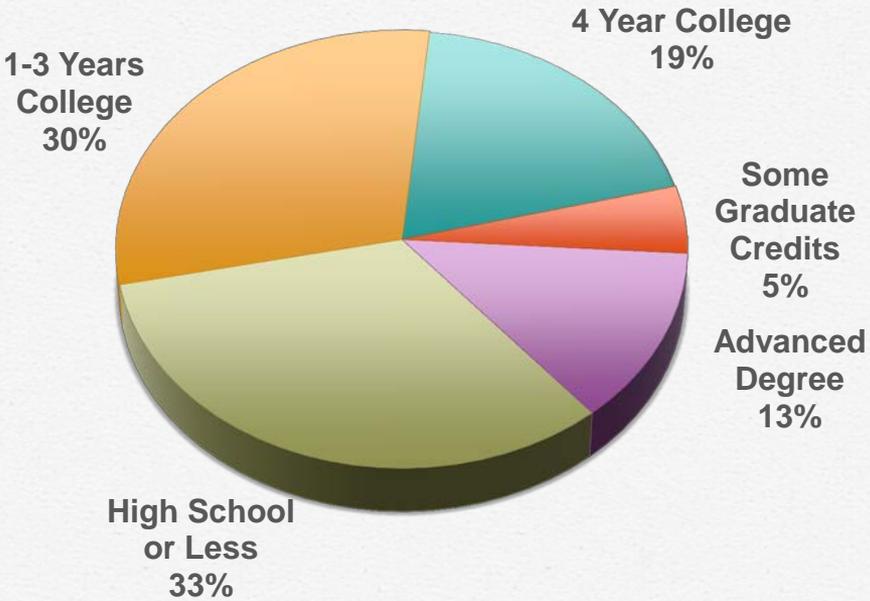
# Age Demographics of Popular Social Networking Sites

% by Age Group Who Currently Use/Have a Personal Profile Page On...

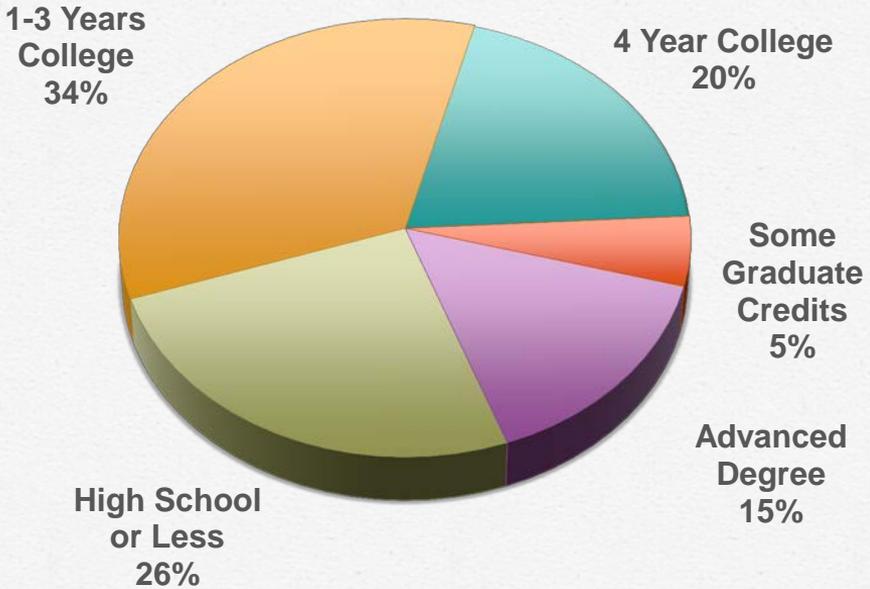


# Education Levels of Social Networkers Similar to That of General Population

*“What is the highest level of formal education you have completed?”*



U.S. Population 12+

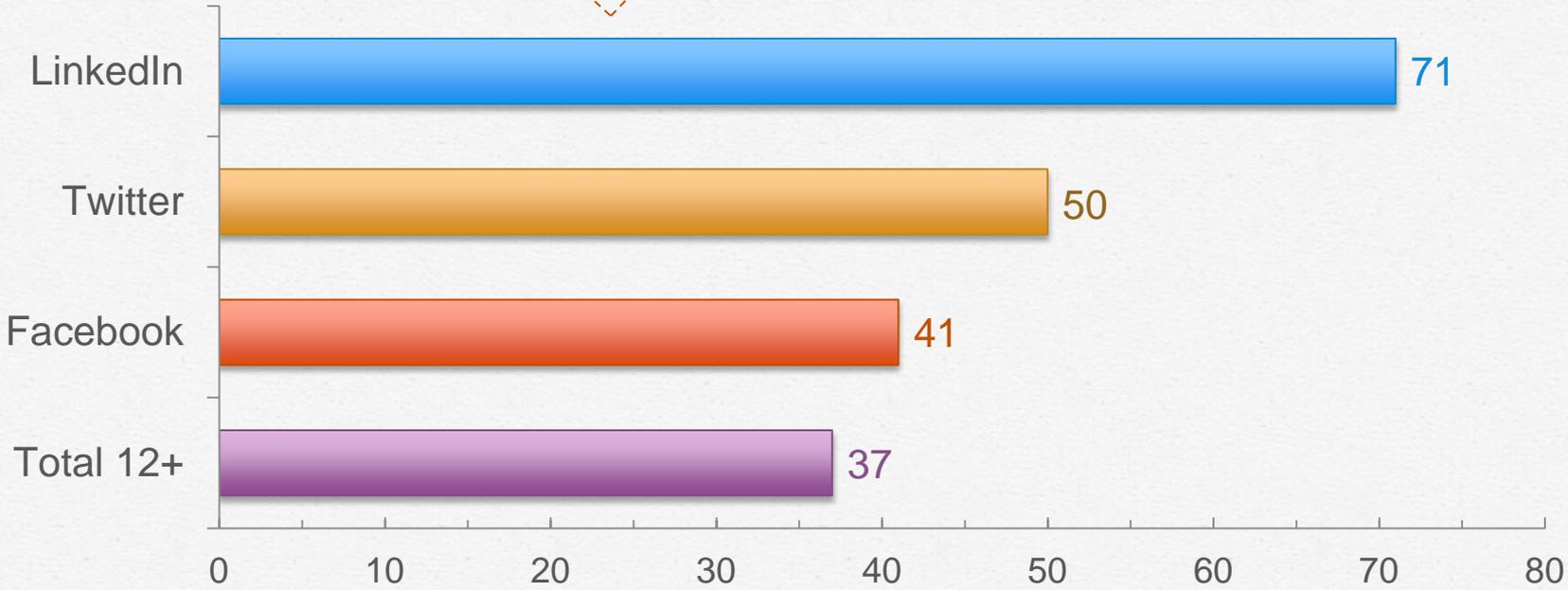


Social Networking Users



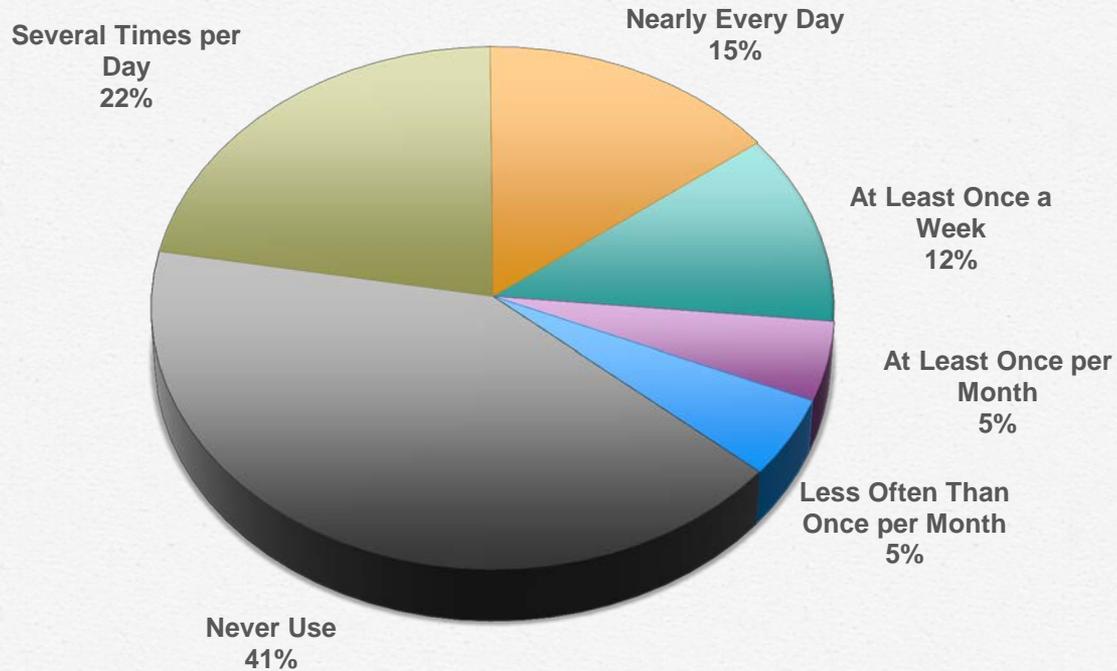
# LinkedIn Users Nearly Twice as Likely as General Population to Have at Least a 4-Year Degree

% of Social Networkers, By Platform, with At Least a 4-Year College Degree



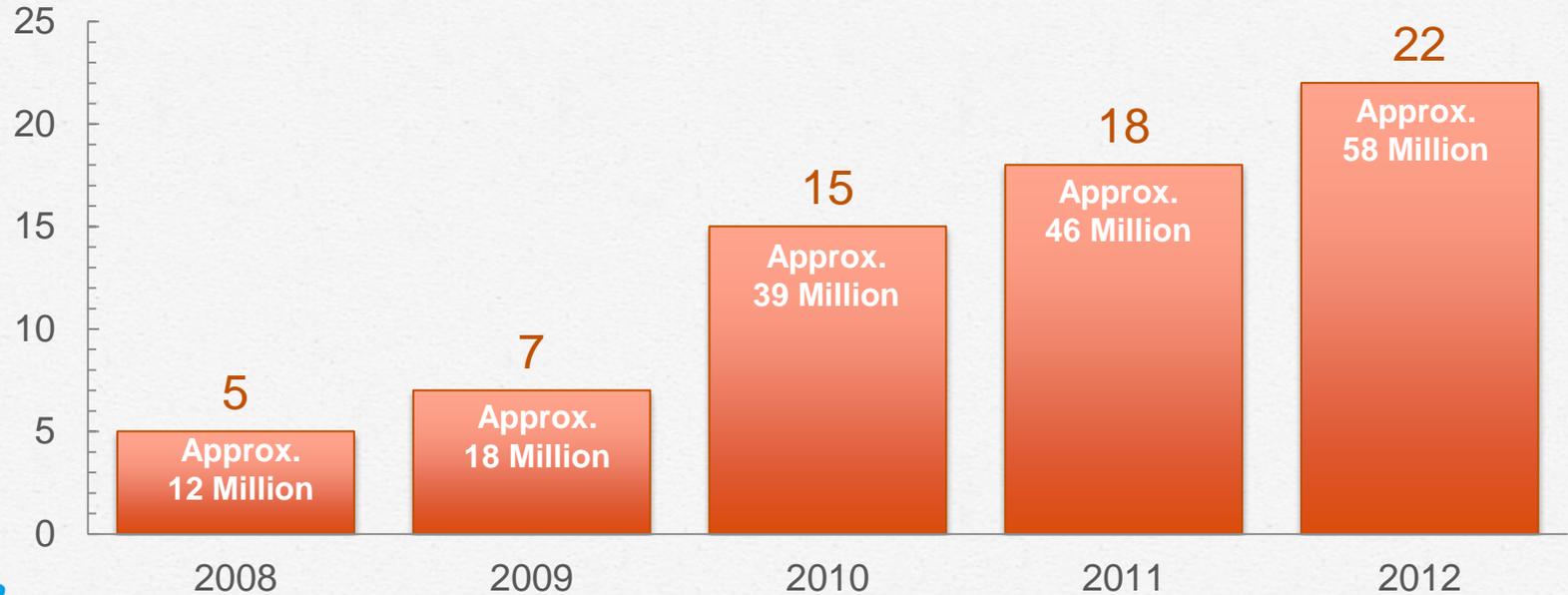
# Nearly Two-Thirds Of Social Networkers Use Social Sites Daily

*“How often do you use social networking Web sites or services?”*



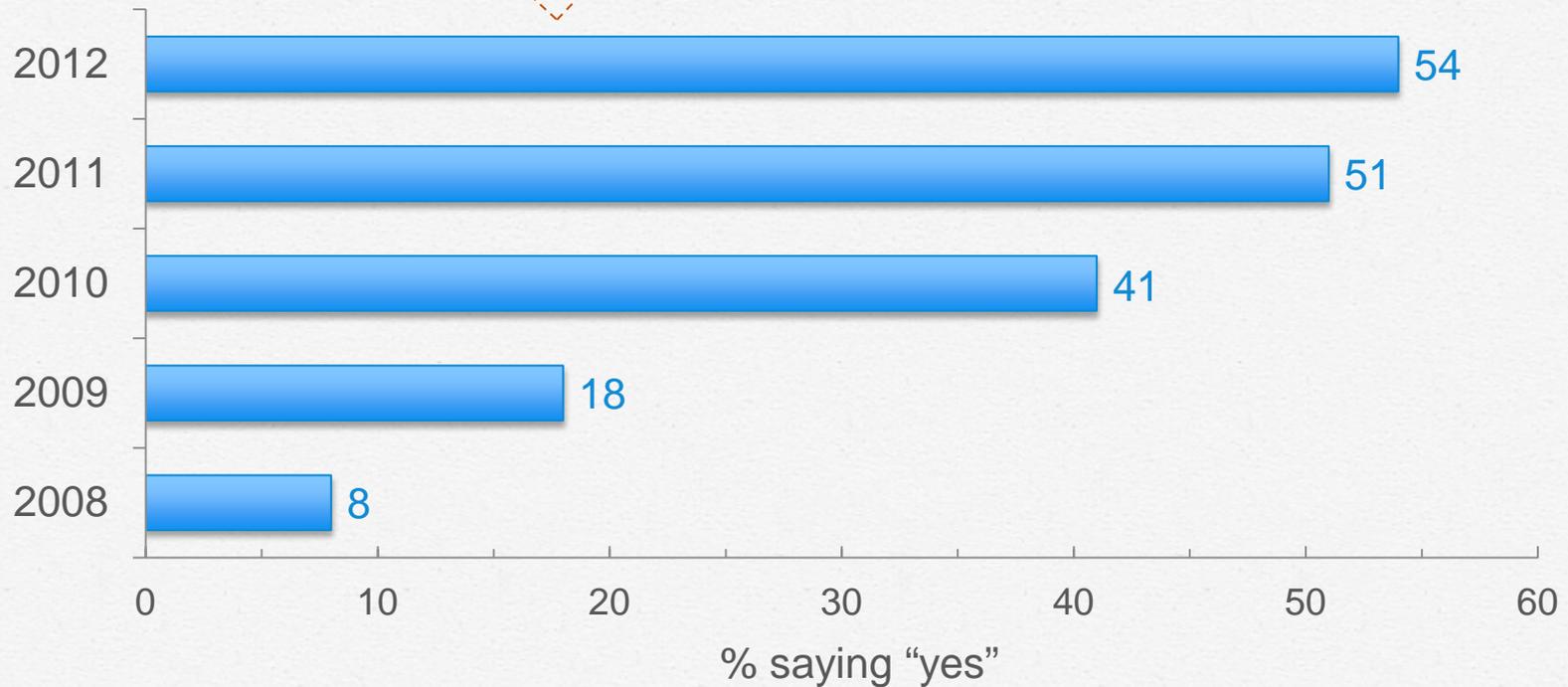
# Approximately 58 Million Americans Have “The Social Habit”

## % Who Use Social Networking Sites/Services “Several Times Per Day”



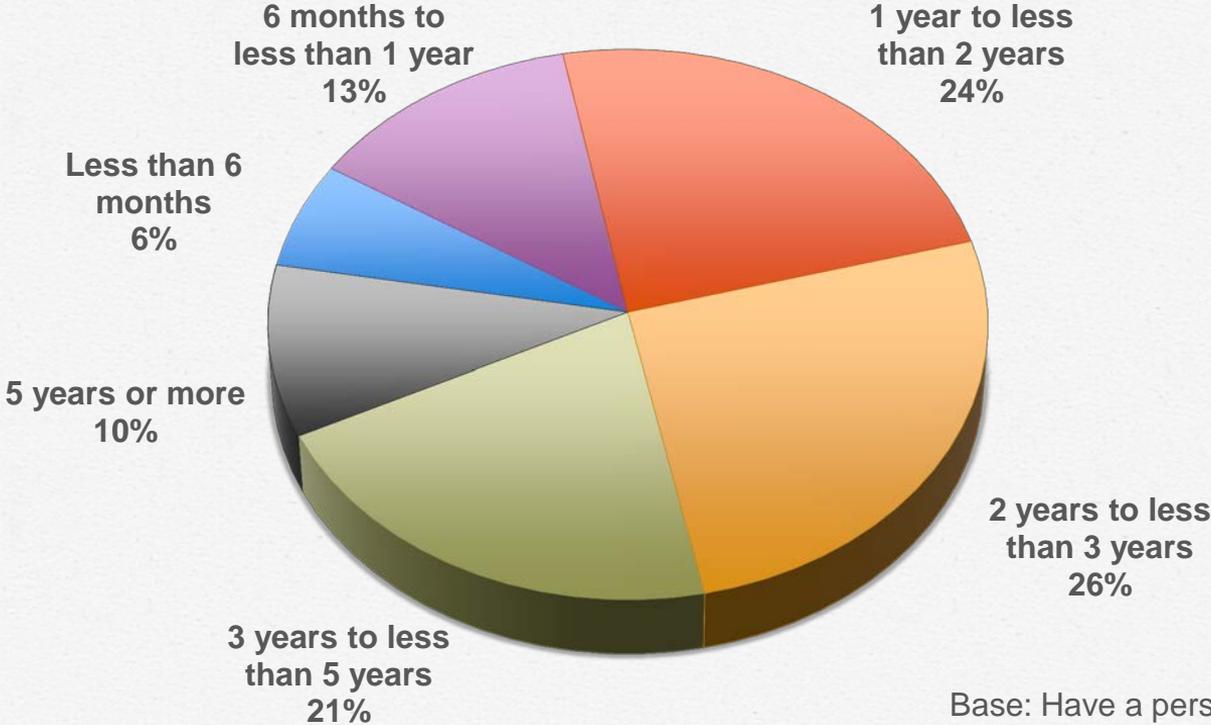
# An Estimated 143 Million Americans Have a Facebook Profile

*“Do you currently have a profile page on Facebook?”*



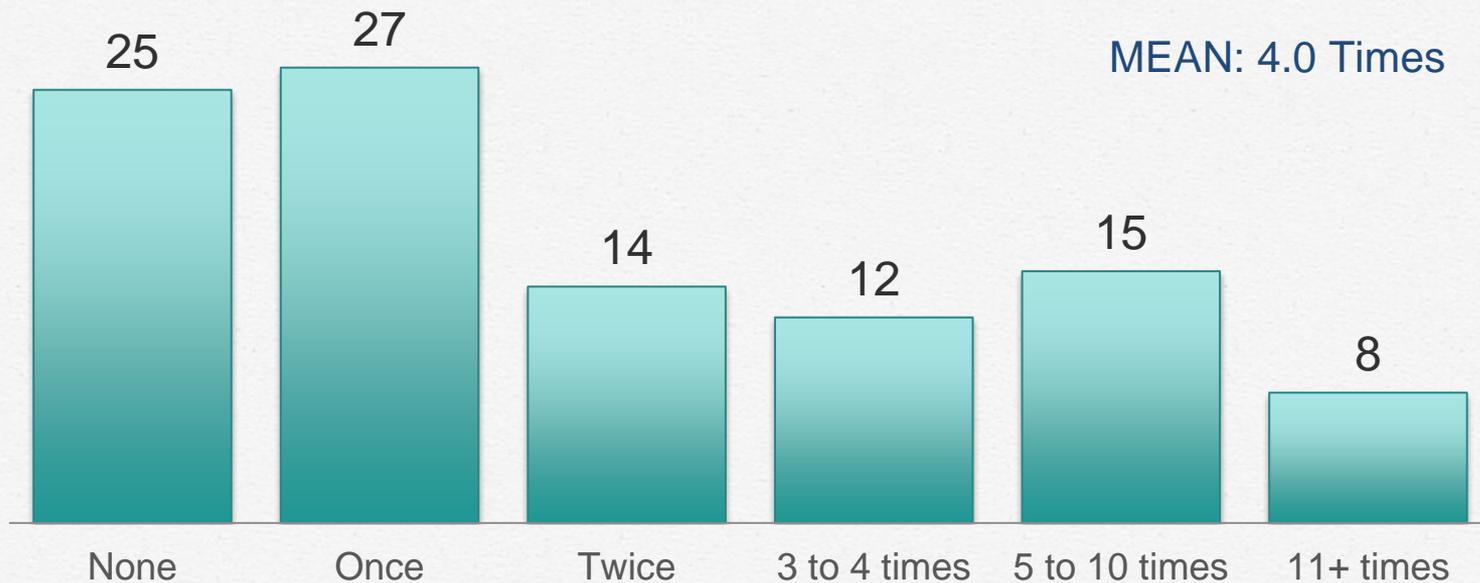
# Nearly One-Third of Facebook Users Have Been Members For at Least Three Years

*“How long have you been on Facebook?”*



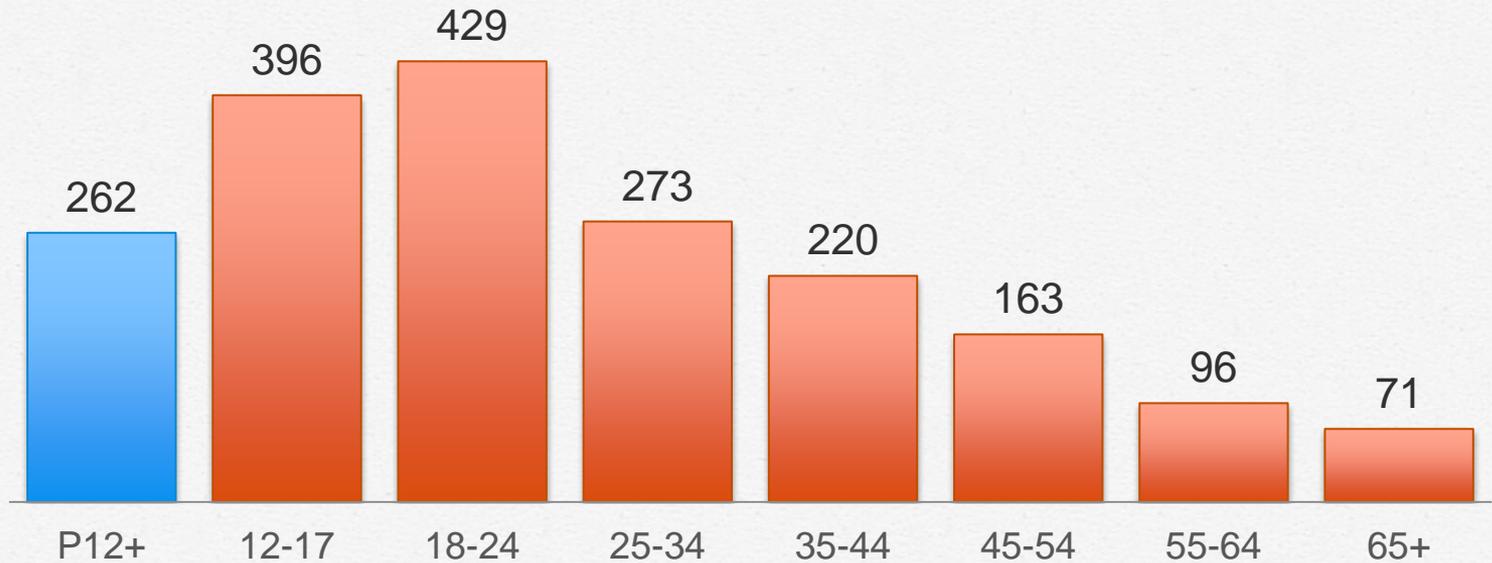
# Nearly One-Quarter of Facebook Users Check Their Account At Least Five Times Daily

*“In the last 24 hours, approximately how many times did you check your Facebook account?”*



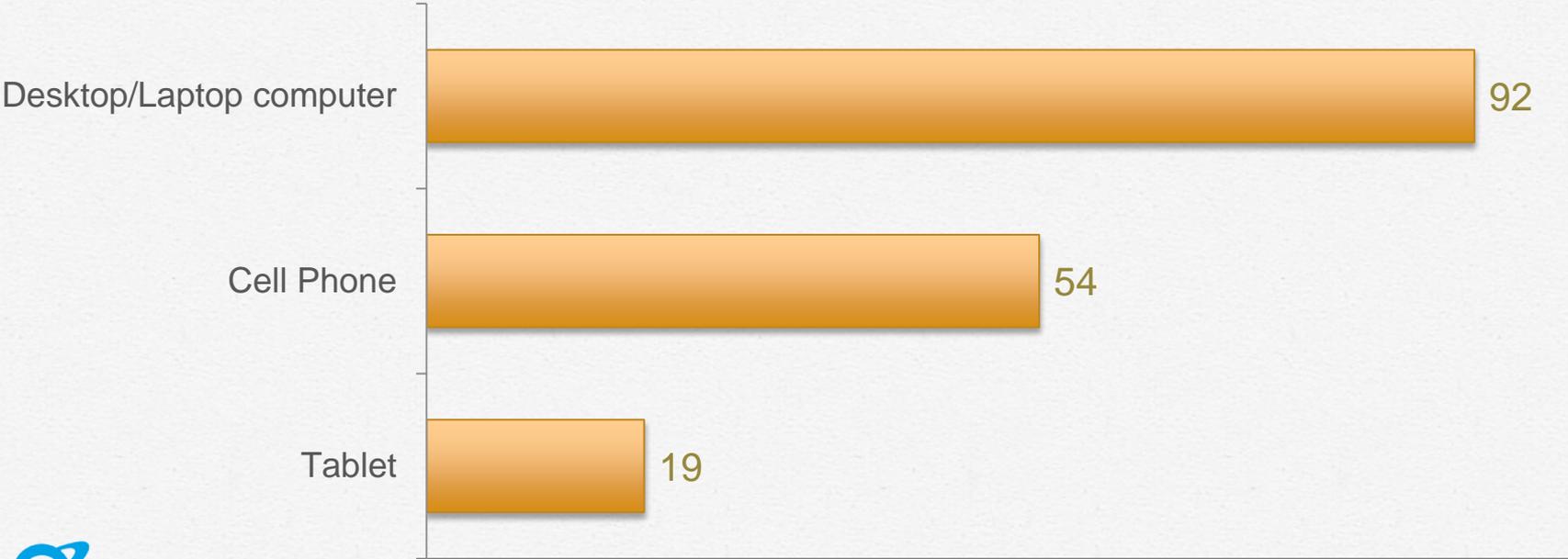
# Young Facebook Users Have Lots of Friends

## Average Number of Facebook Friends by Age Group



# More Than Half of Facebook Users Access the Site Via Phone

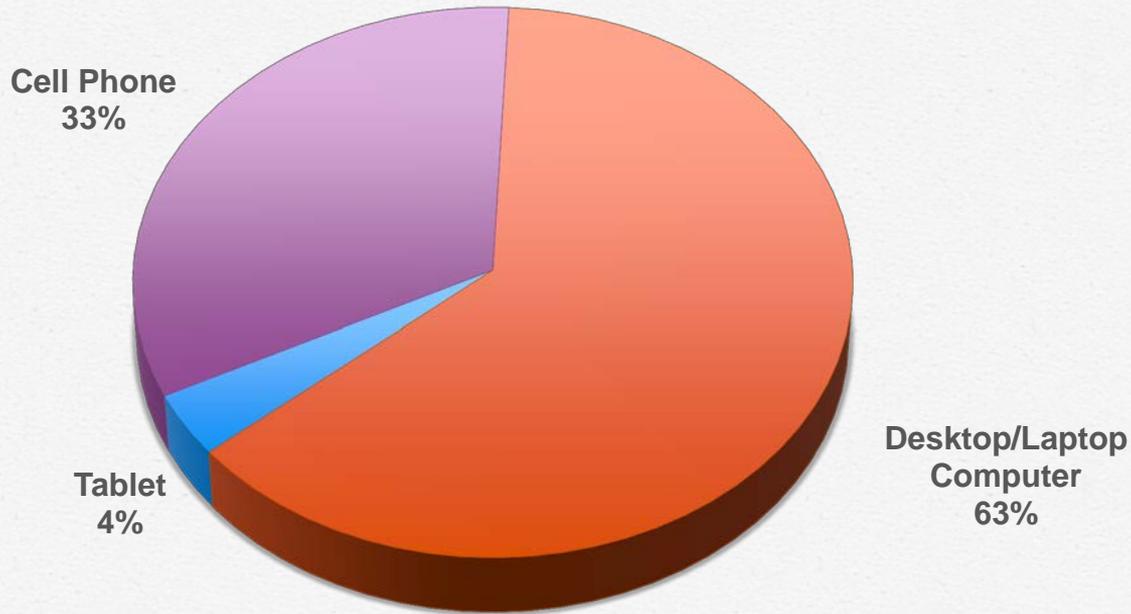
% Who Access Facebook On a...



Base: Have a personal profile page on Facebook

# One in Three Facebook Users Access the Service *Most* Via Phone

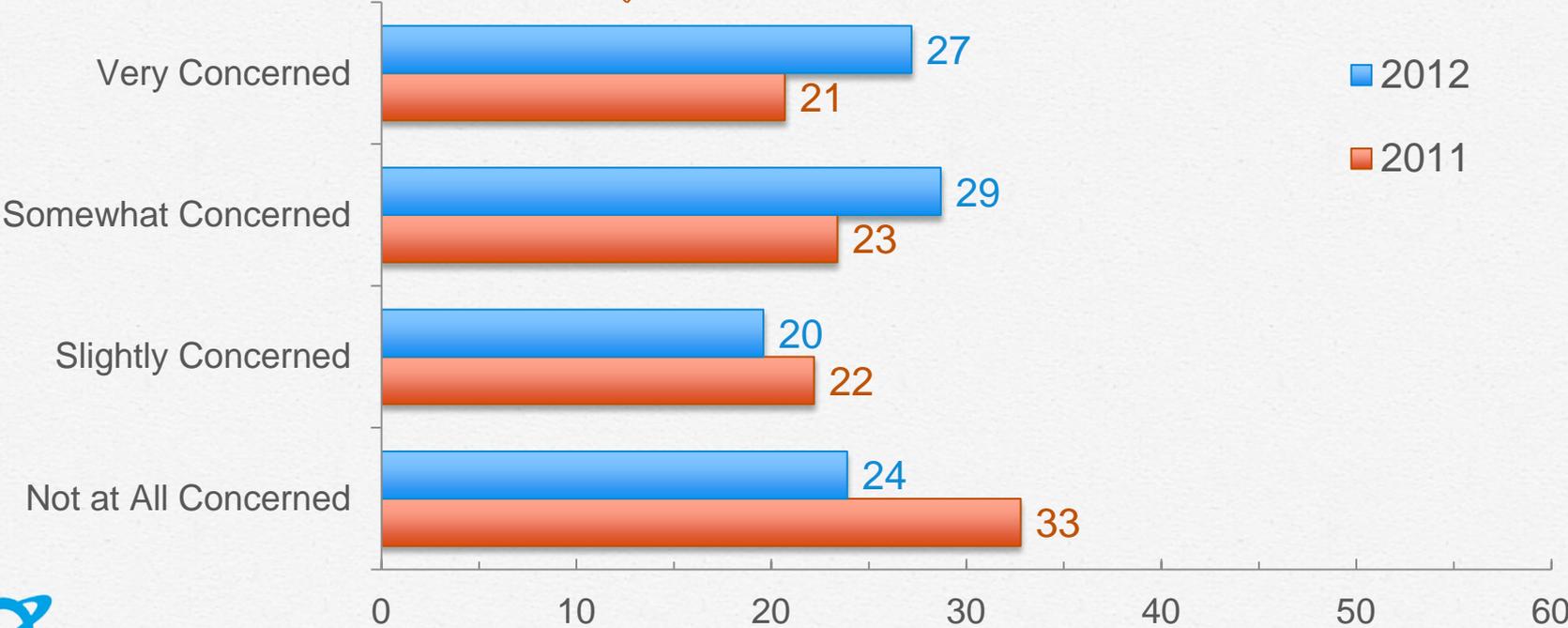
*“Which way do you access Facebook most?”*



Base: Have a personal profile page on Facebook

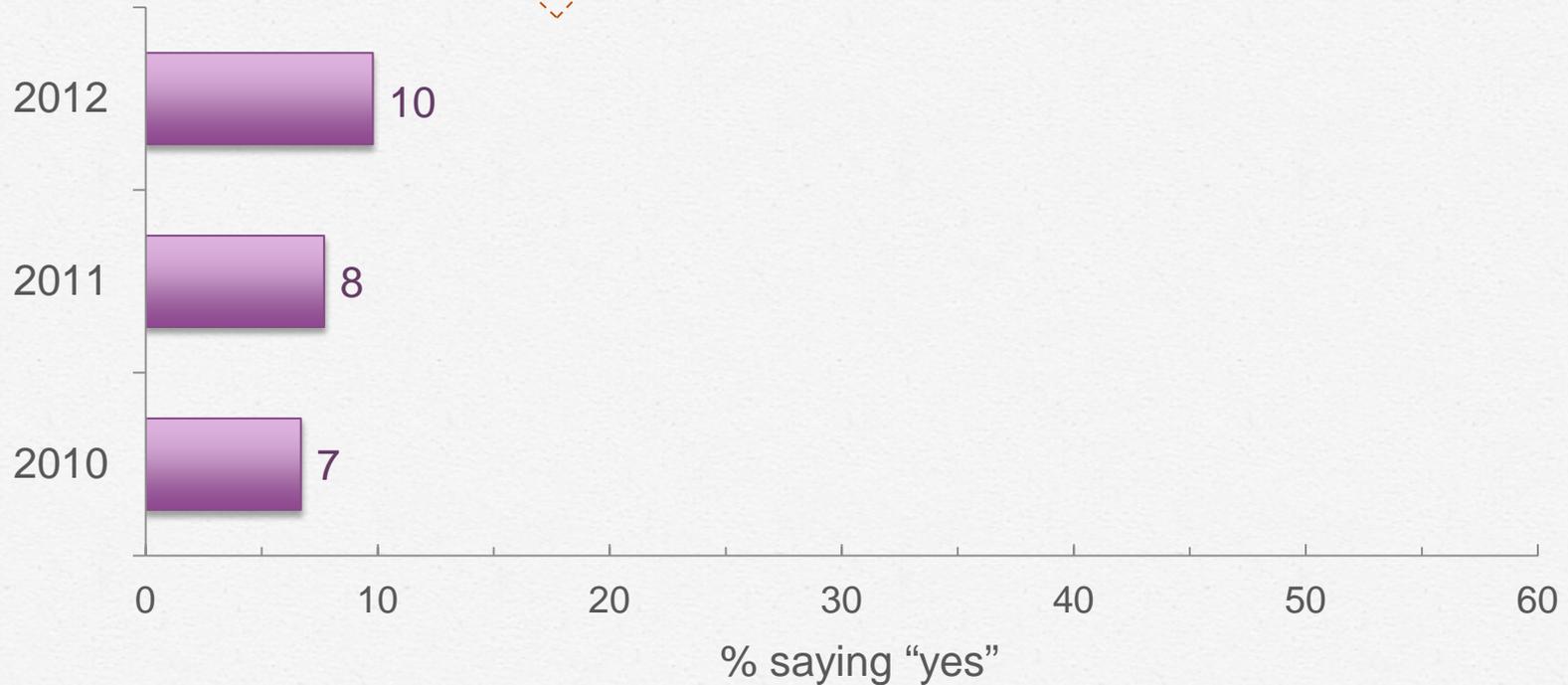
# Concerns Over Facebook Privacy Rise

*“How do you feel about the privacy of your personal information on Facebook?”*



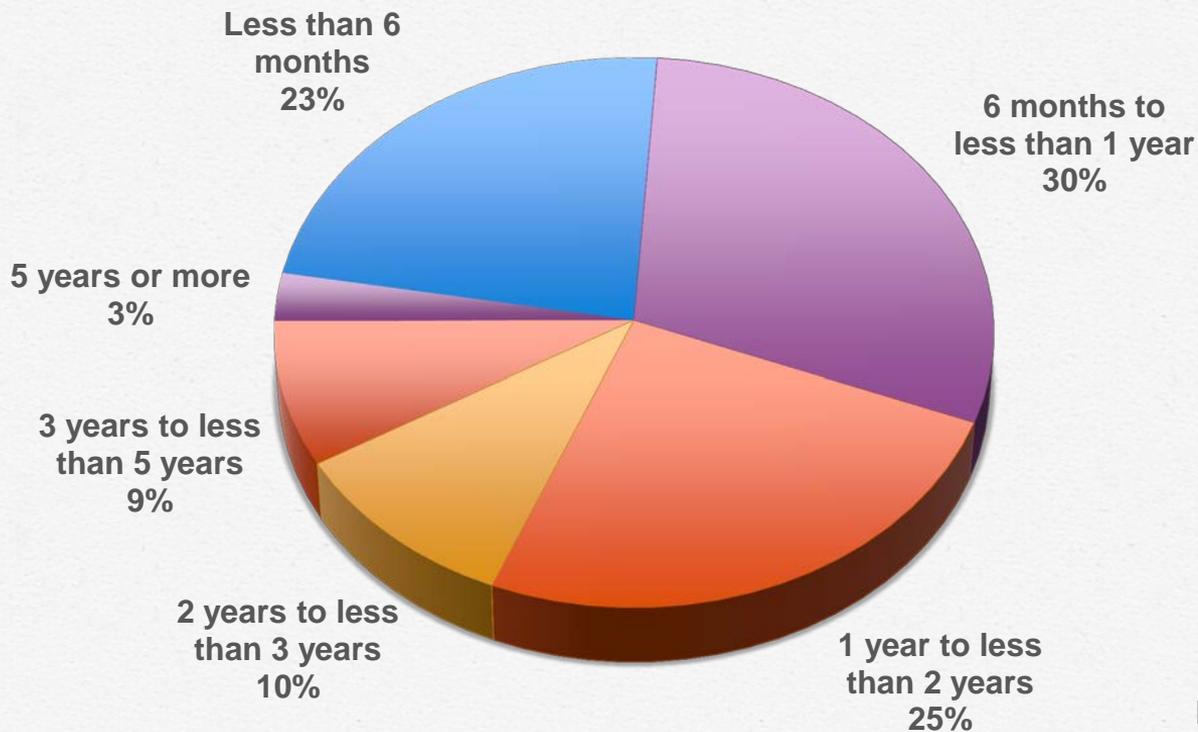
# An Estimated 26 Million Americans Use Twitter

*“Do you currently ever use Twitter?”*



# Twitter Continuing To Draw New Users

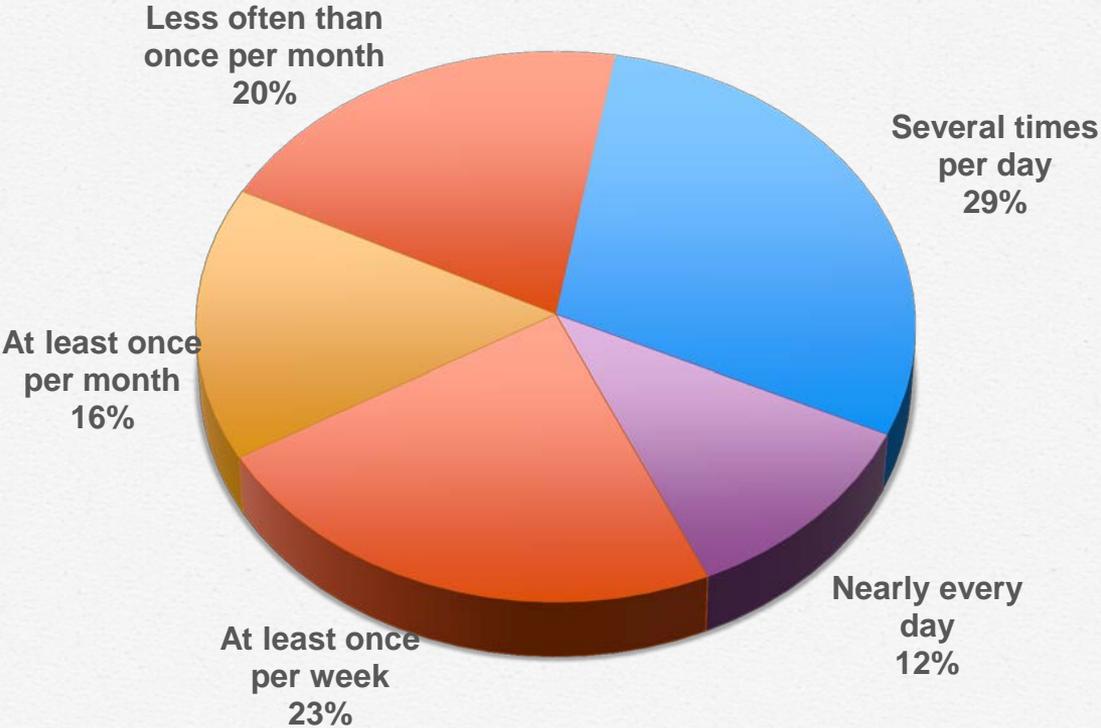
*“How long have you been a Twitter user?”*



Base: Currently ever use Twitter

# Four in Ten Twitter Users Access the Service Nearly Every Day or More

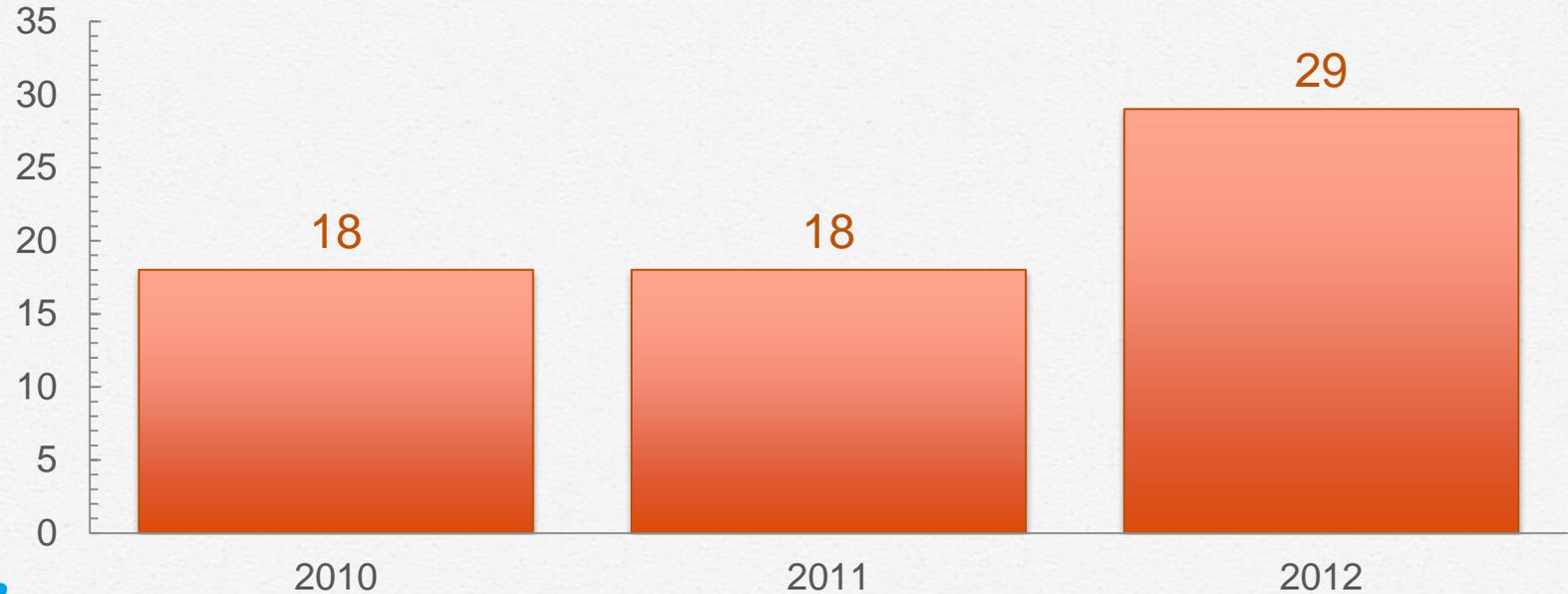
*“How often do you use Twitter?”*



Base: Currently Ever Use Twitter

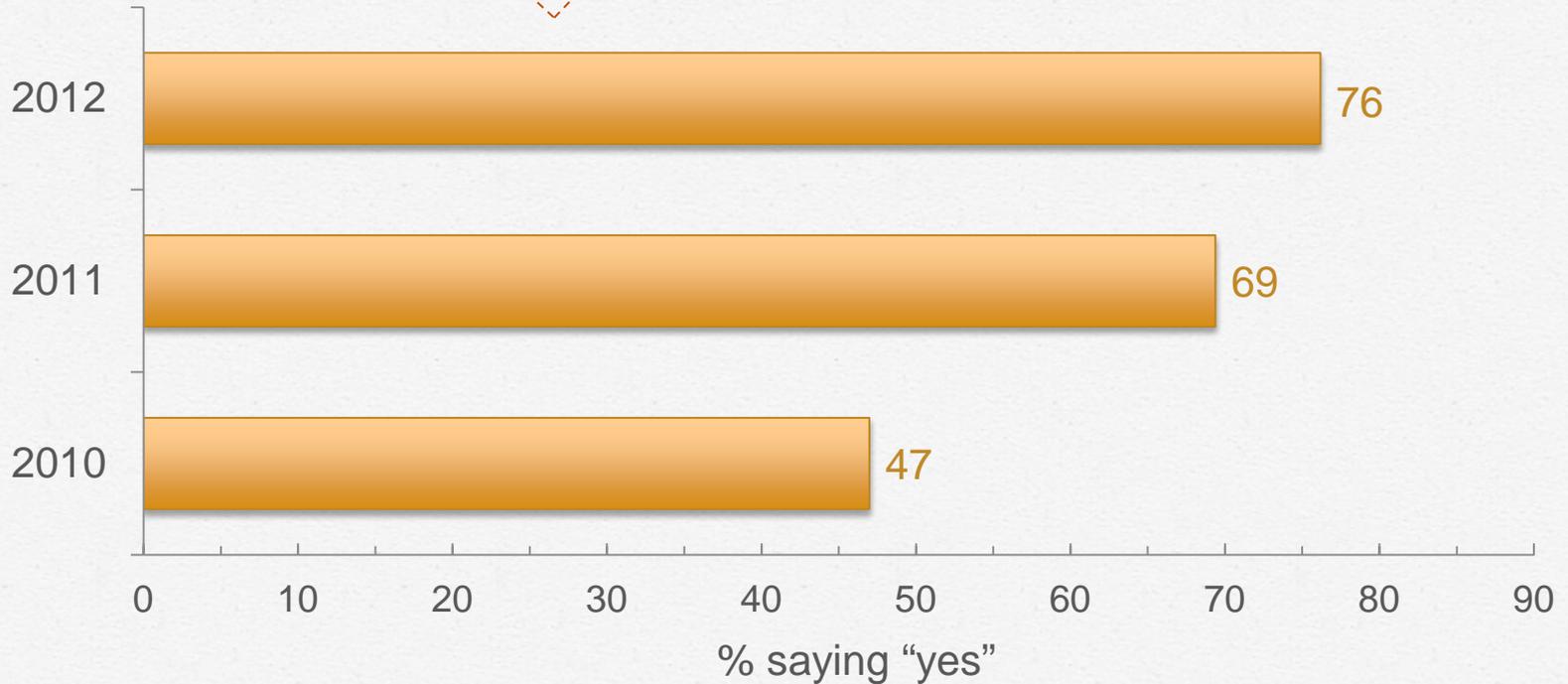
# The “Twitter Habit” Grows Sharply

% of Twitter Users Who Use the Service “Several Times Per Day”



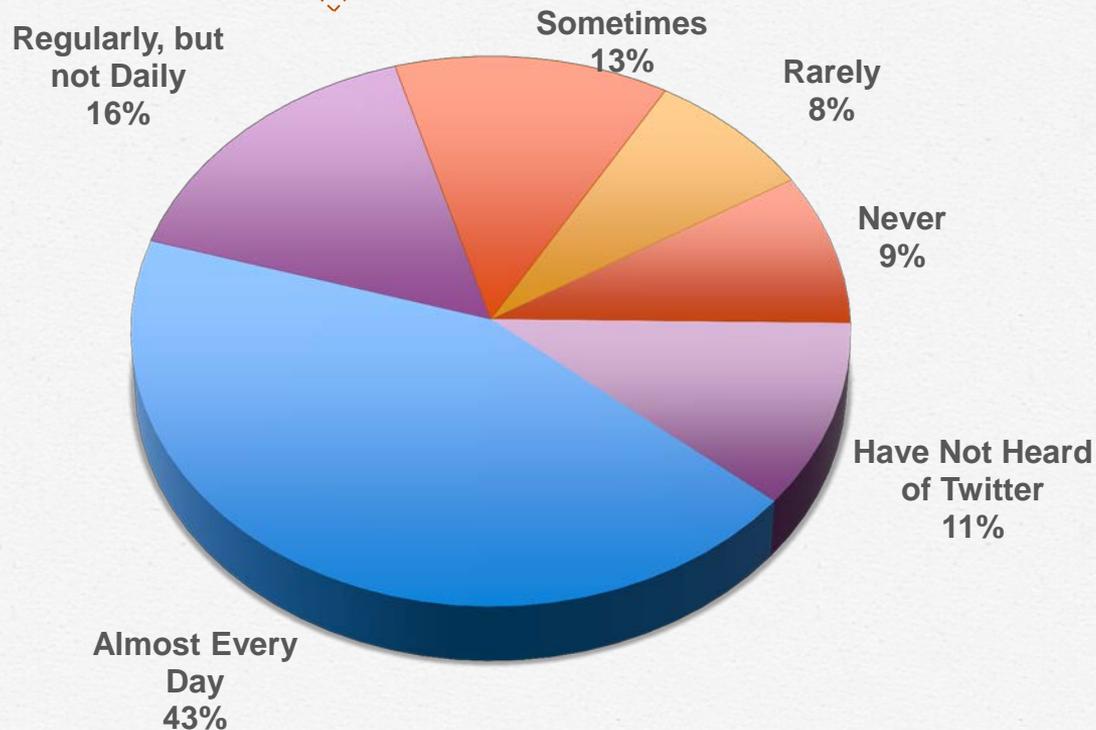
# Twitter Users Becoming More Engaged

*“Do you ever post status updates to “Twitter?”*



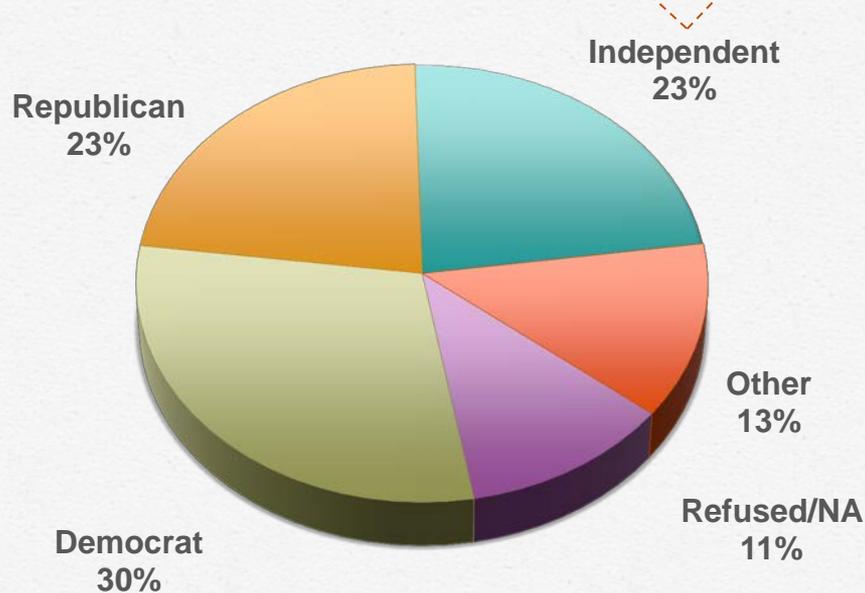
# More Than Four in Ten Americans Hear or Read About Tweets Almost Every Day in the Media

*“How often do you hear about Twitter feeds, commonly called tweets, through media such as TV, radio, newspapers, or websites other than Twitter?”*

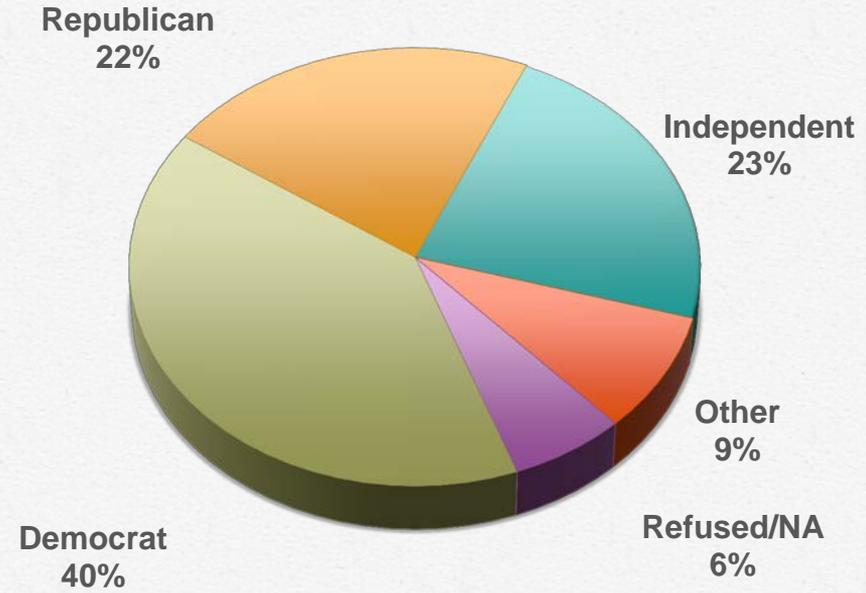


# Twitter Users Lean Towards The Democratic Party

*“When it comes to political matters, do you usually think of yourself as a...?”*



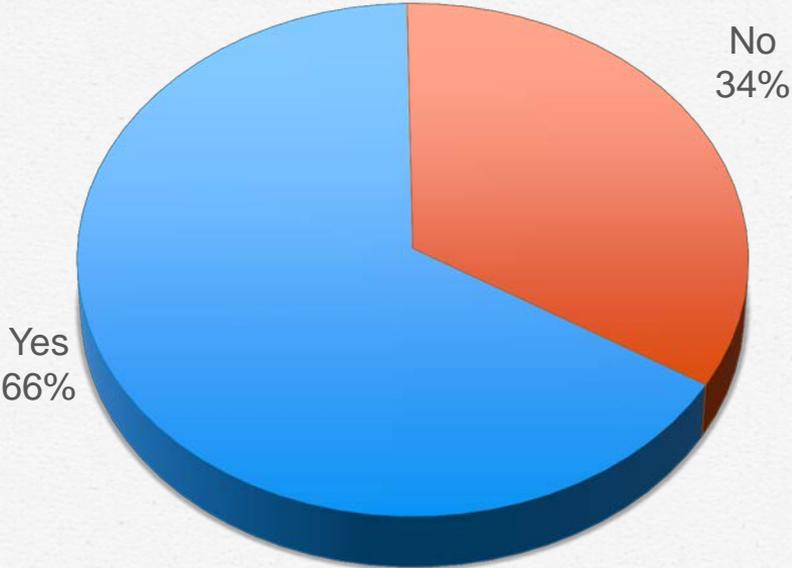
U.S. Population 12+



Monthly Twitter Users

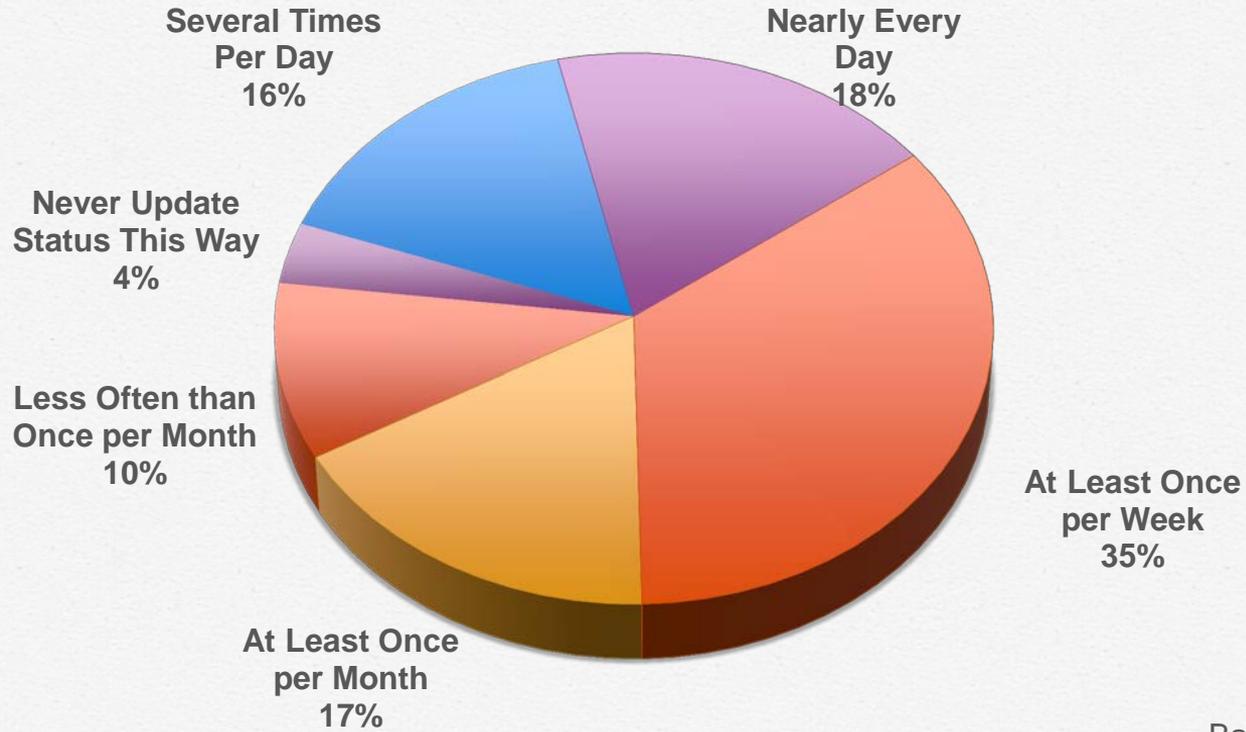
# One-Third of Social Networking Users Are “Silent”

*“Do you ever post status updates to any social networking websites or services?”*



# One-Third of Status Updaters Post Updates Using the Service's Website Nearly Every Day or More

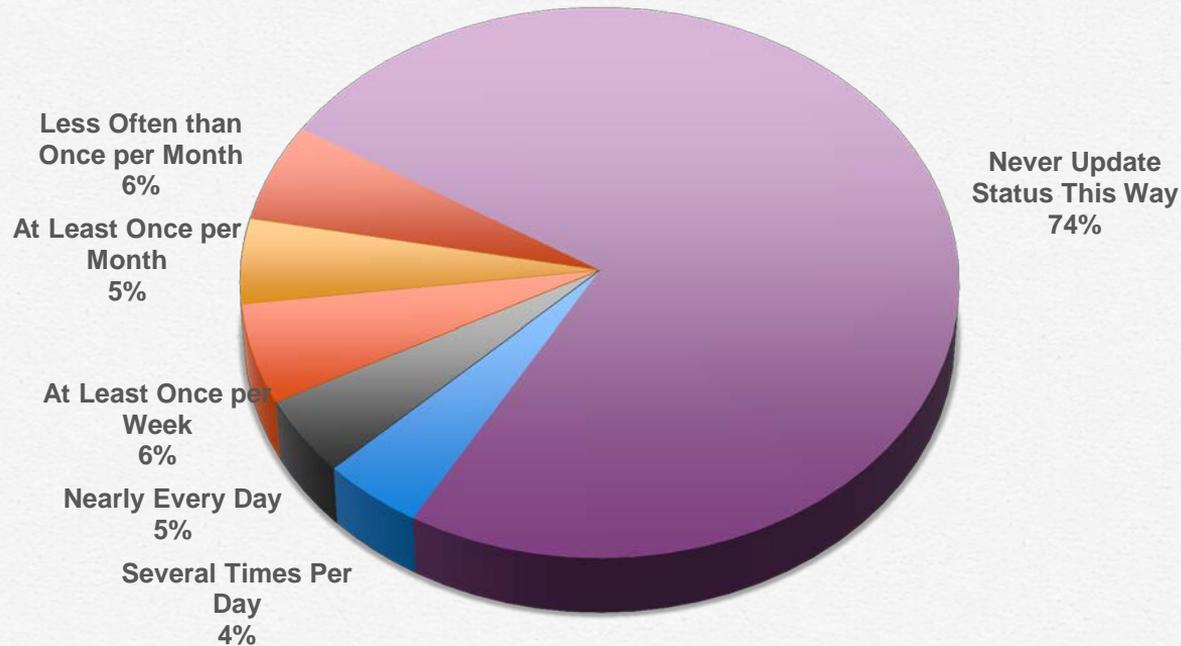
*“About how often do you go to the social networking website to update your status?”*



Base: Post Status on Social Networks

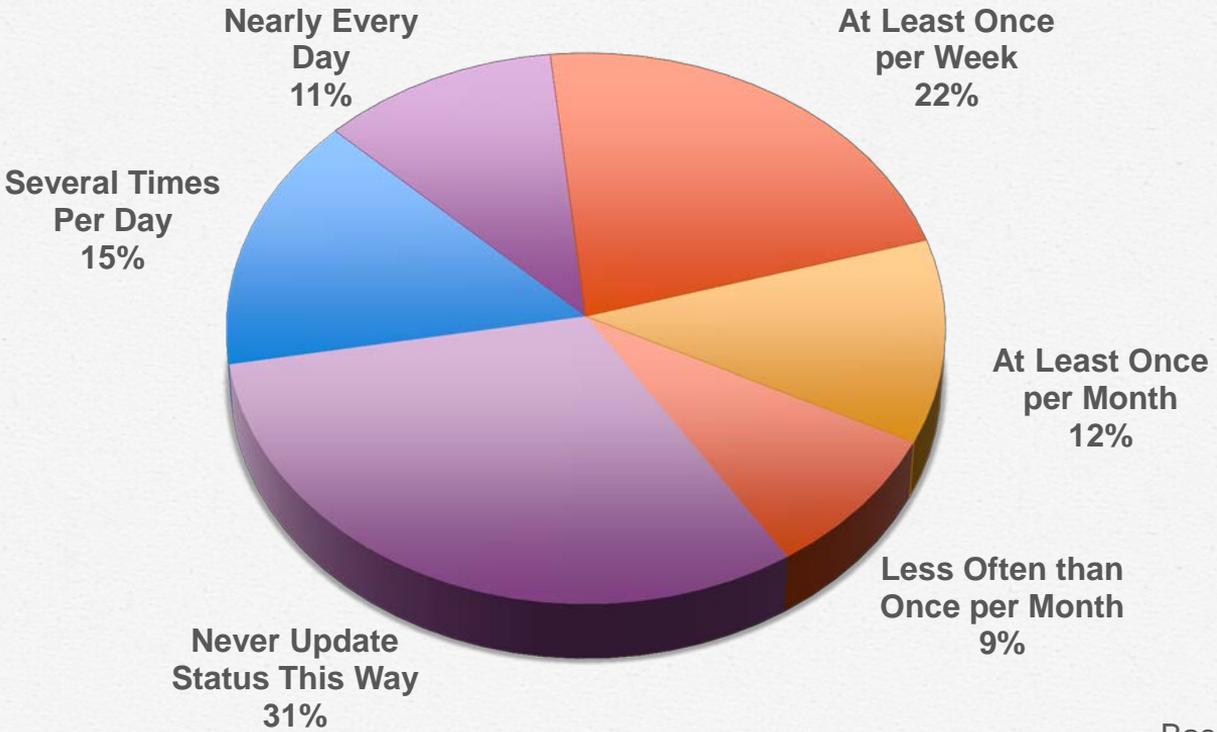
# Three-Quarters of Status Updaters Do Not Use Client Software to Update Their Status on Social Networks

*“About how often do you update your status on social networks with dedicated software on your computer-that is, not through a web browser?”*



# One-Quarter of Status Updaters Use Their Phones to Update Their Status at Least Daily

*“About how often do you update your status on social networks by cell phone?”*



Base: Post Status on Social Networks

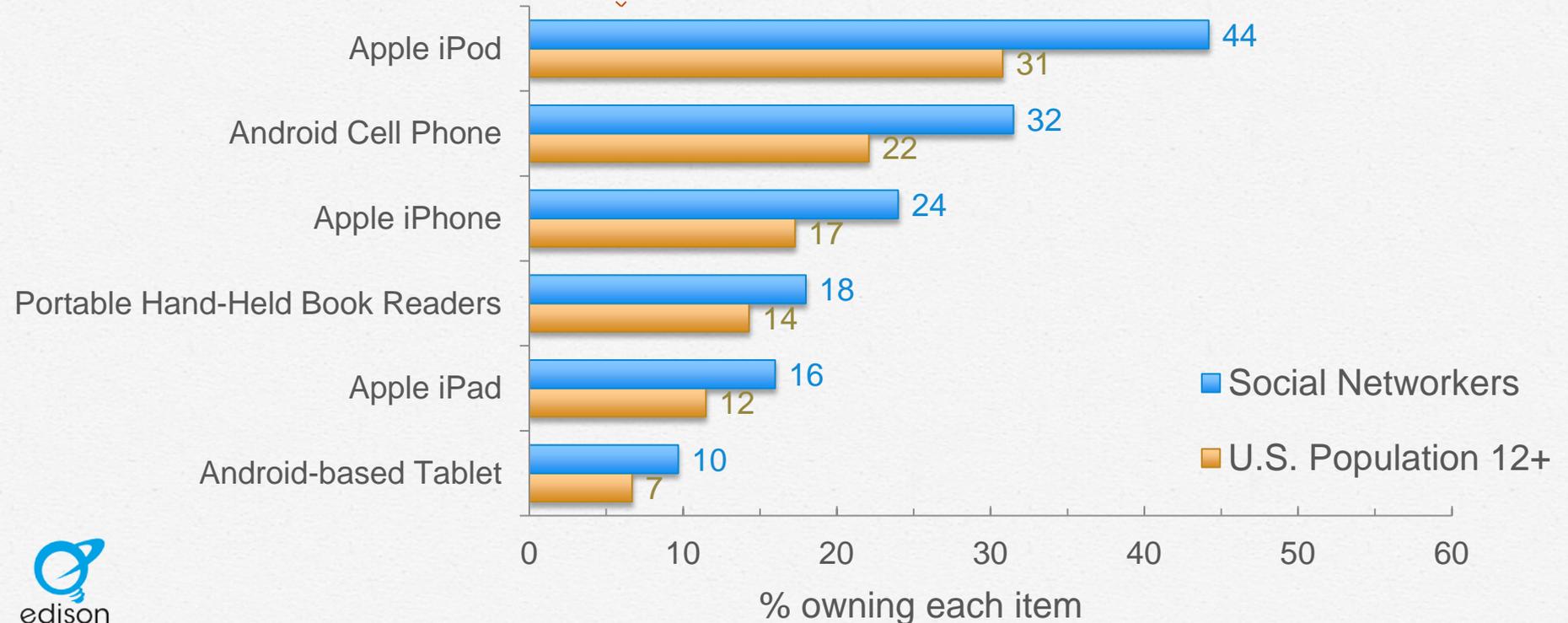
# The Majority of Social Networkers Own a Smartphone

## % of Social Networkers Who Own a Smartphone



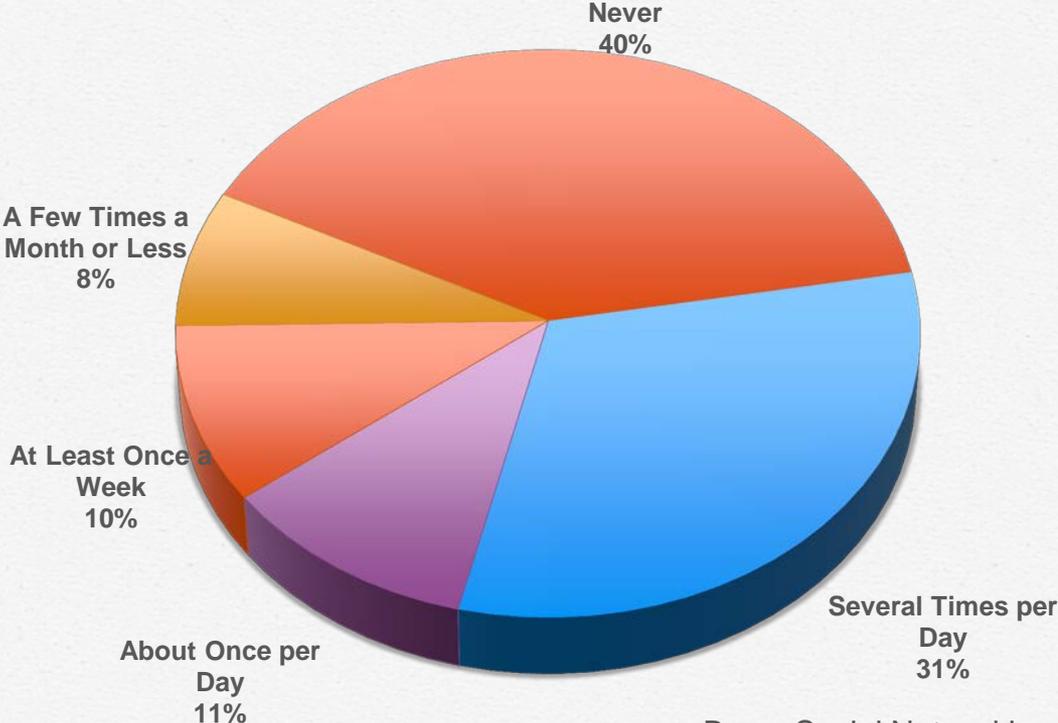
# More Social Networkers Own Mobile Devices Than Average

*“Do you currently own...”*



# More Than Four In Ten Mobile Social Users Access Their Sites Via Phone At Least Once a Day

*“How often do you use social networking sites on your cell phone?”*

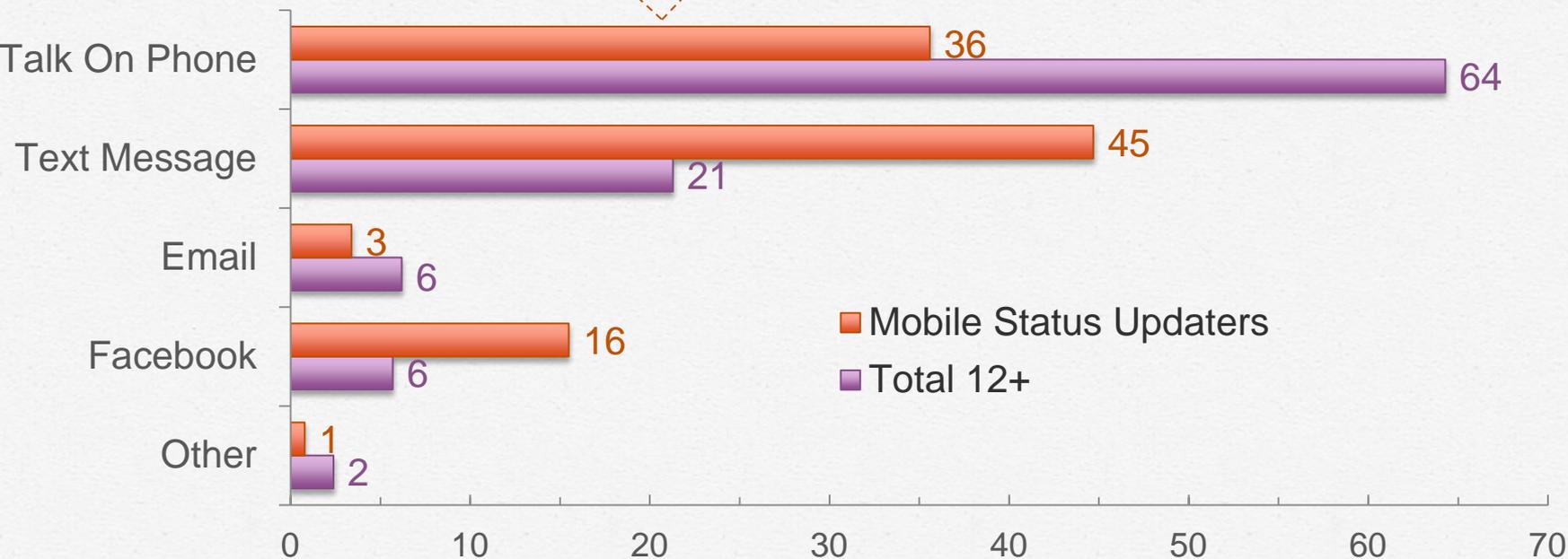


Base: Social Networking Users Who Own Mobile Phones



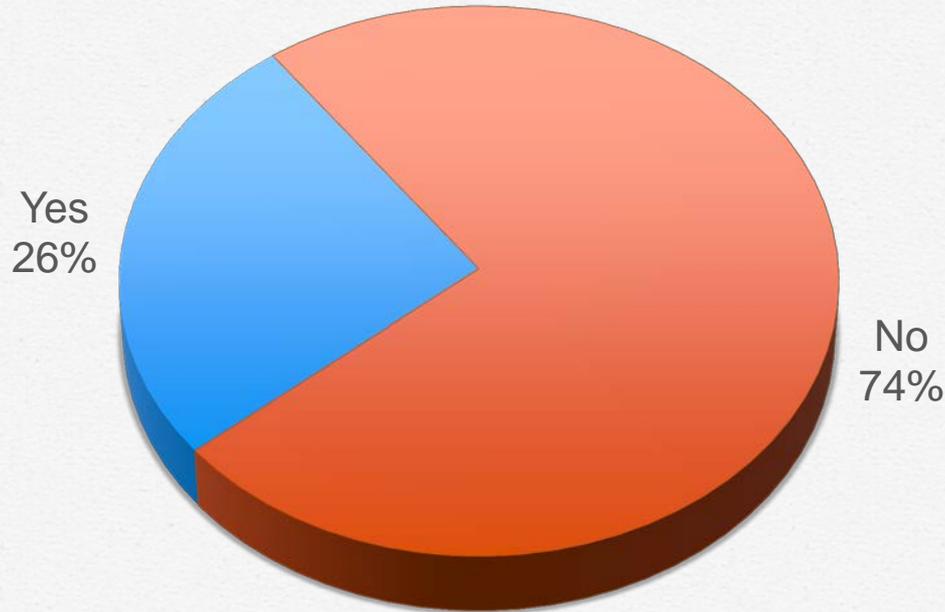
# Mobile Status Updaters Prefer Communicating by Typing Over Talking

*“In general, when not in person, which ONE of the following ways do you communicate with your friends and family MOST often?”*



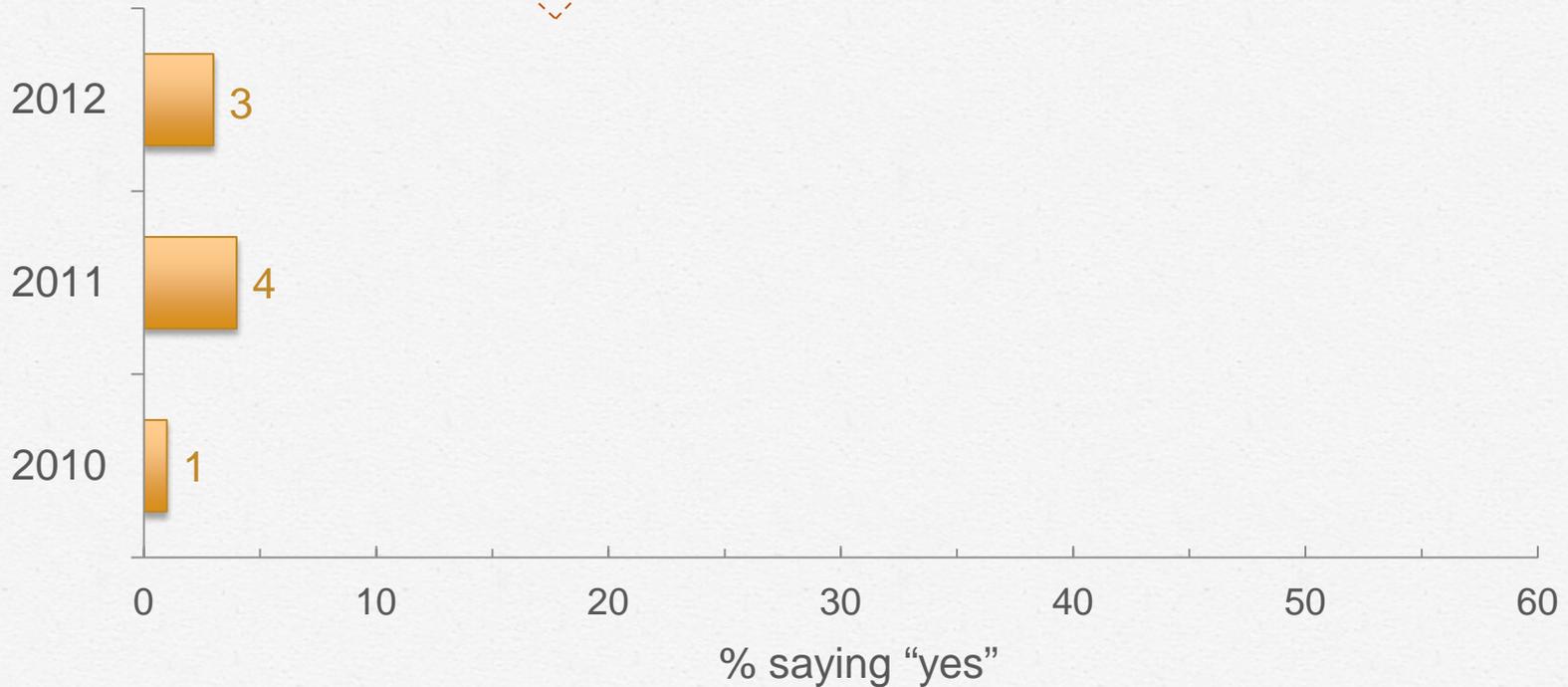
# One in Four Americans 12+ Familiar with “Check-In” Services

*“Are you familiar with social networking services that allow you to post a status update and your current location, such as FourSquare or Gowalla?”*



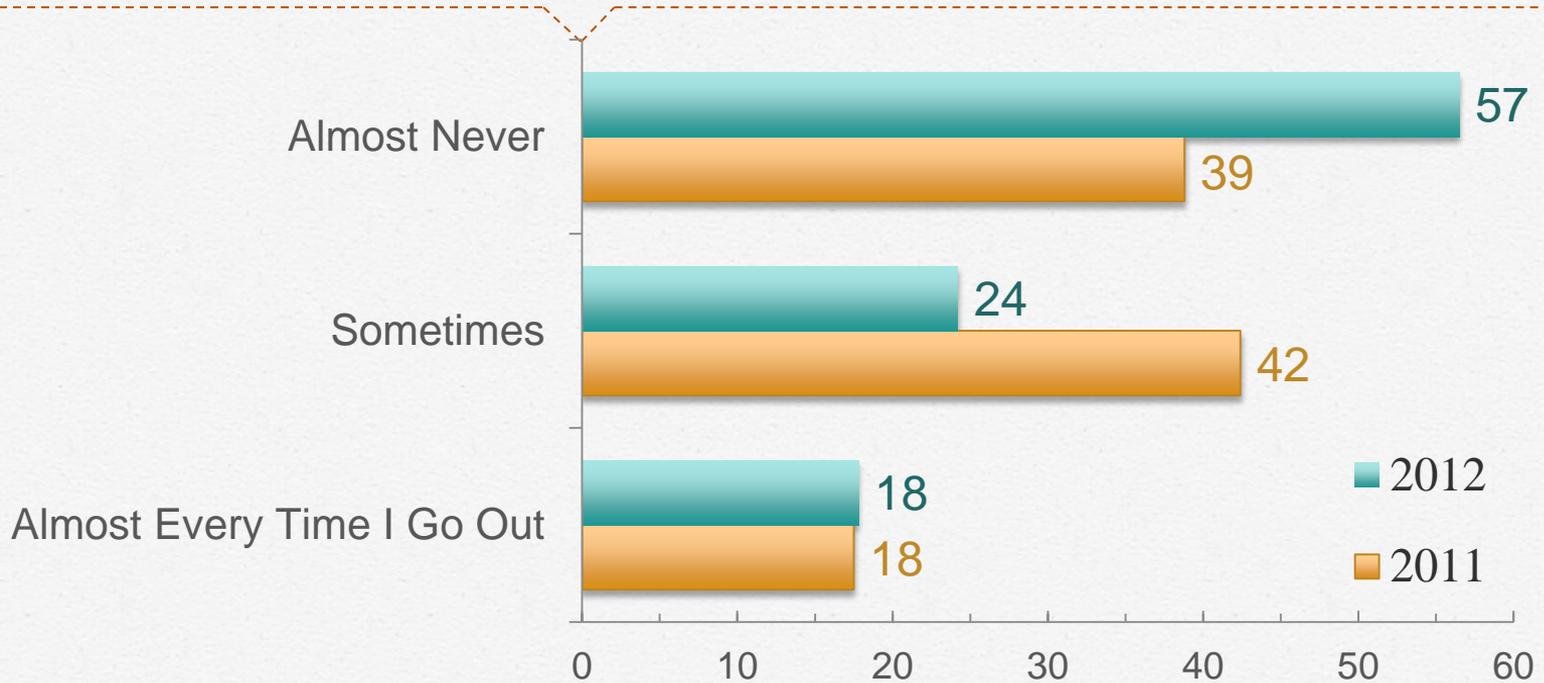
# “Check-In” Behavior Stalls

% Who Have Ever Used a “Check-In” Service to Post a Status Update That Also Provided Location?



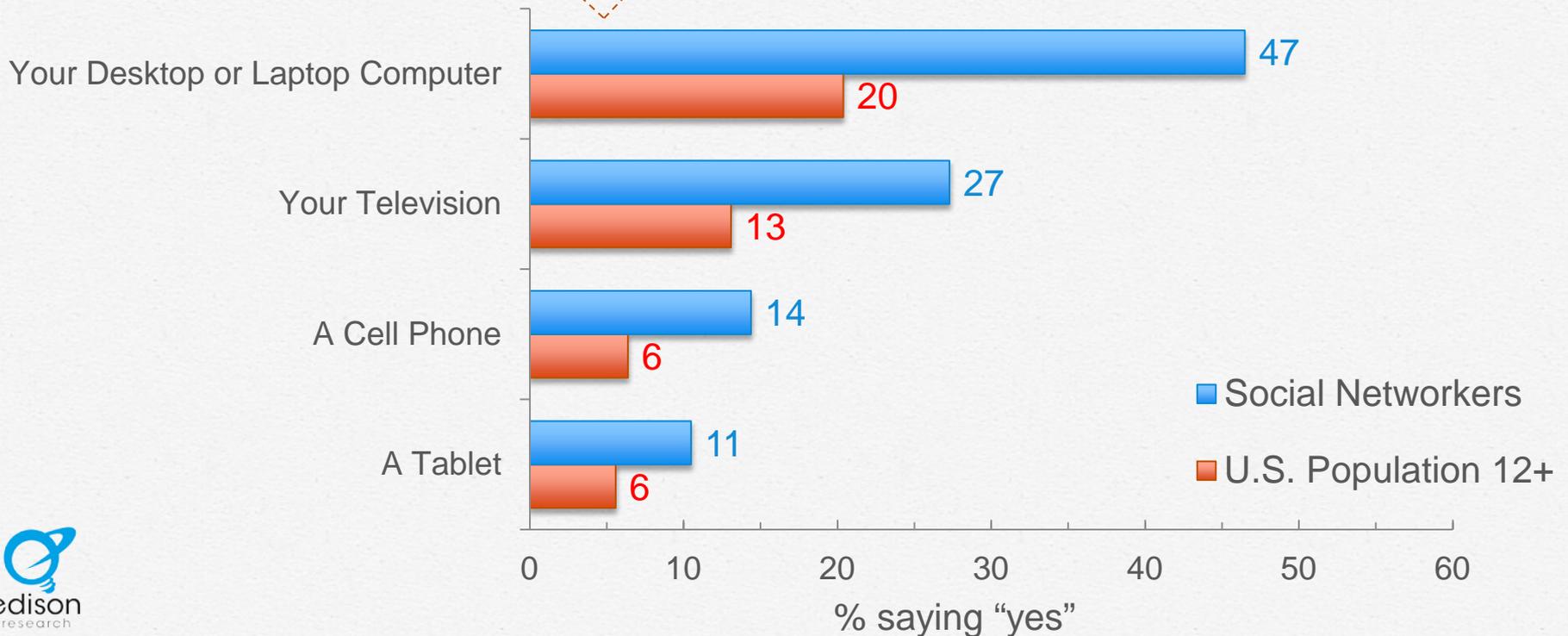
# “Check-In” Frequency Wanes

*“How often do you check in to location-based services such as Foursquare or Gowalla?”*



# Social Networkers Are Watching TV in Non-Traditional Ways

*“In the last month, have you watched TV by streaming or downloading shows to be viewed on...”*



# Social Networkers Are Heavy YouTube Users

*“Have you watched video clips or other Internet video programming from YouTube in the last week?”*



U.S. Population 12+



Social Networkers

# Nearly Half of Social Networkers Share YouTube Videos

*“Have you shared a YouTube video with anyone in the last month?”*

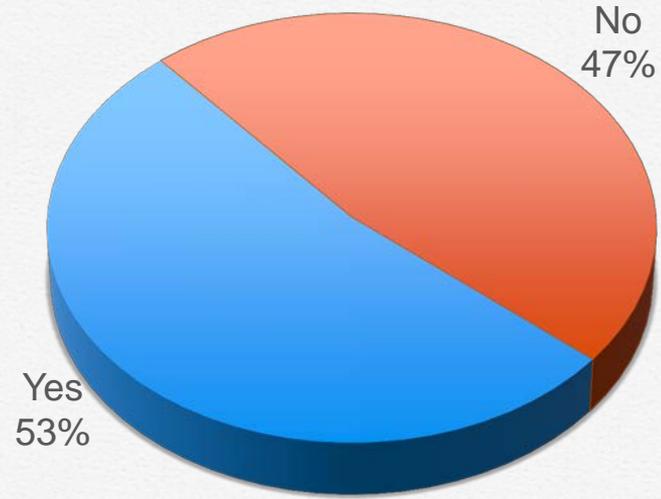


# Over Half of Social Networkers Own a DVR

## % Owning DVR



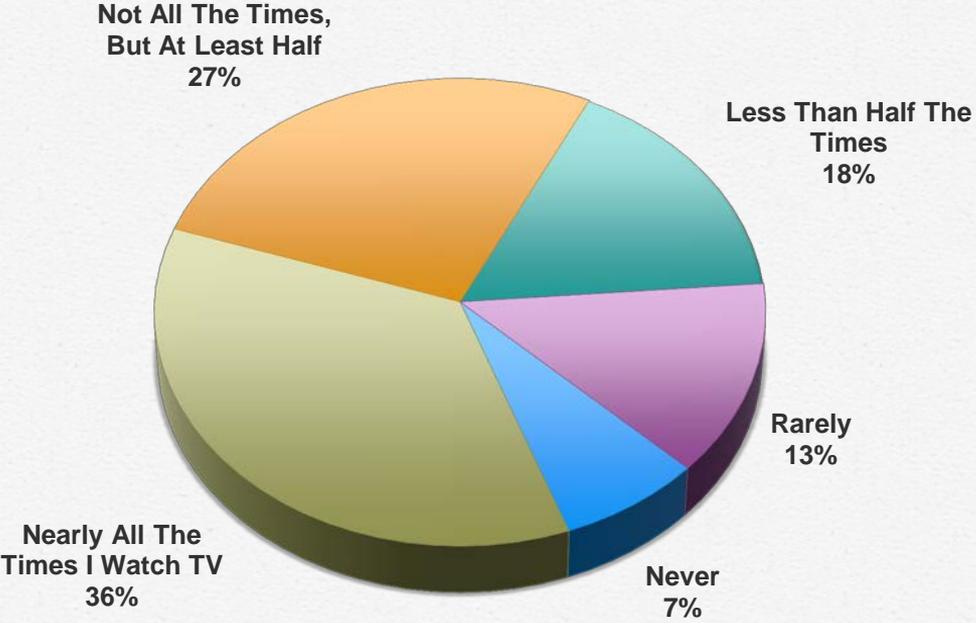
U.S. Population 12+



Social Networkers

# Social Networkers With DVRs Frequently Time-Shift Programming

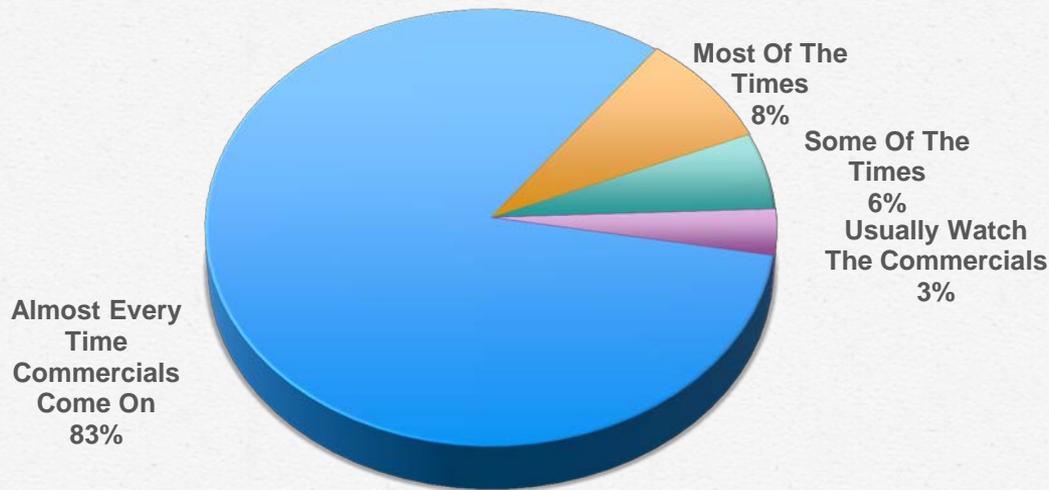
*“Thinking about all of the times you watch TV, how often do you watch time-shifted programming recorded from your DVR?”*



Base: Social Networkers Who Own DVRs

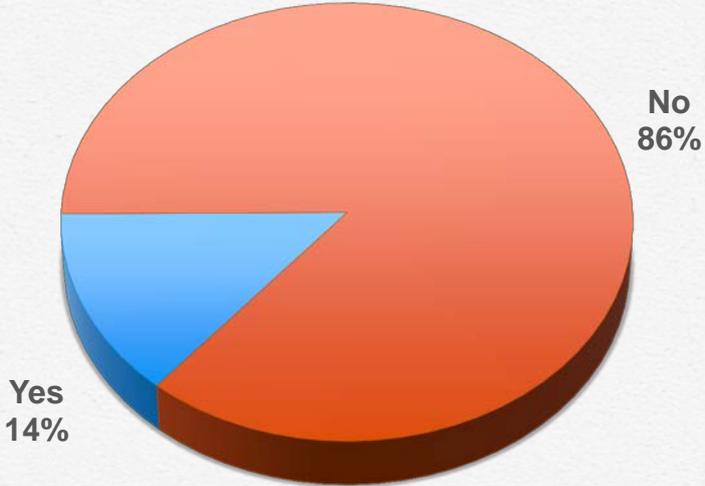
# More Than 9 in 10 Social Networkers Who Often Watch Time-Shifted TV Frequently Skip Ads

*“How often do you fast forward or skip through commercials when you watch time shifted programming recorded from your DVR*

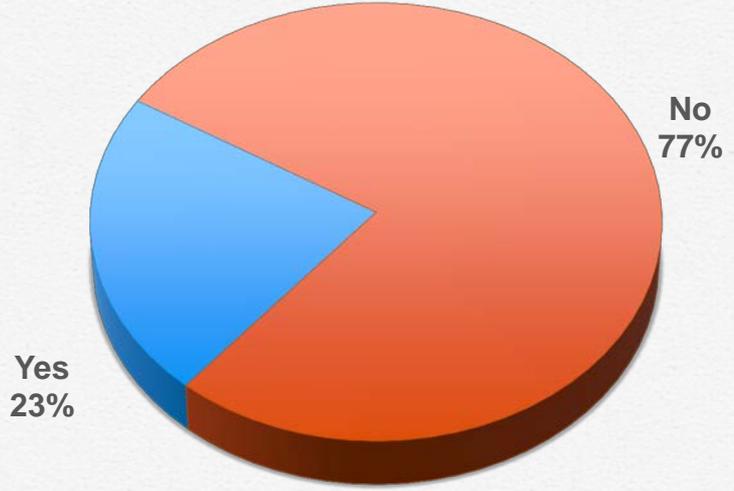


# Nearly One-Quarter of Social Networkers Use “Daily Deals” Sites and Services

*“Are you a registered user of any ‘daily deals’ services such as Groupon or Living Social?”*



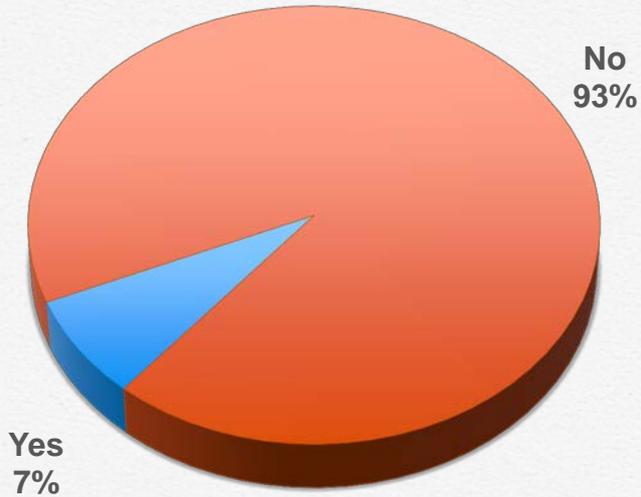
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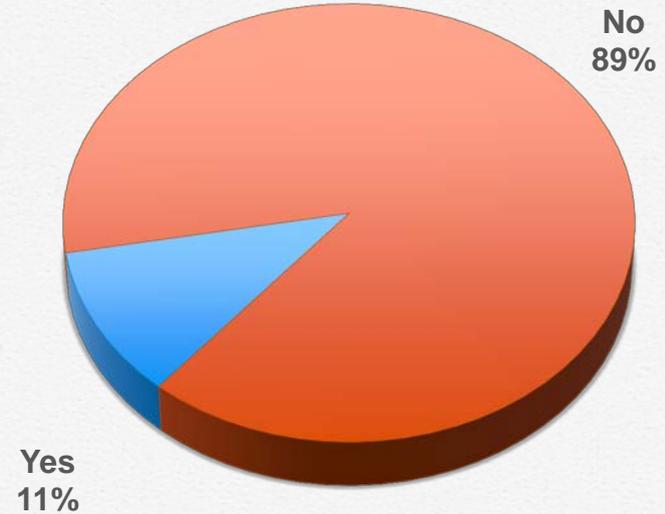
Social Networkers

# One in Ten Social Networking Users Have Access To Amazon Prime

*“Are you a subscriber to the service from Amazon.com called Amazon Prime?”*



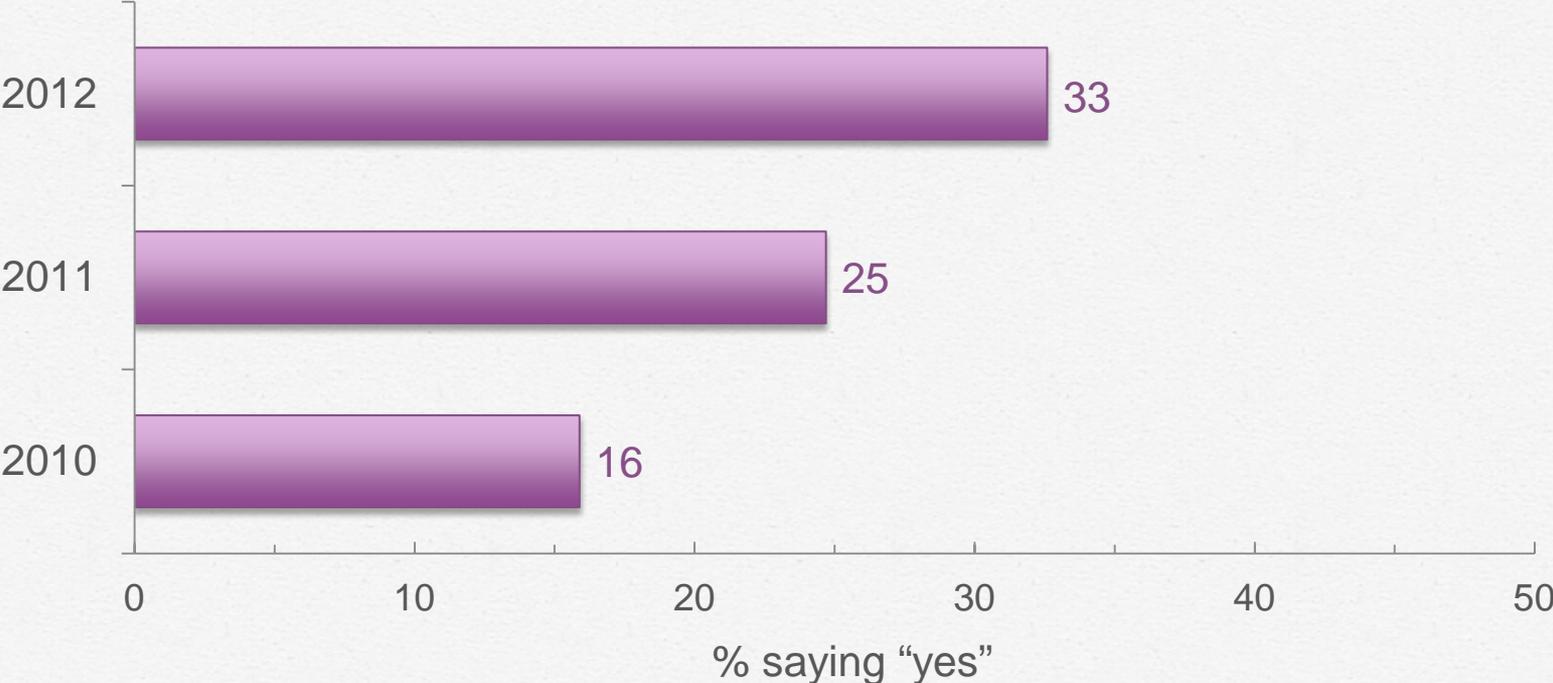
U.S. Population 12+



Social Networkers

# Brand-Following Behavior Doubles Over the Past Two Years

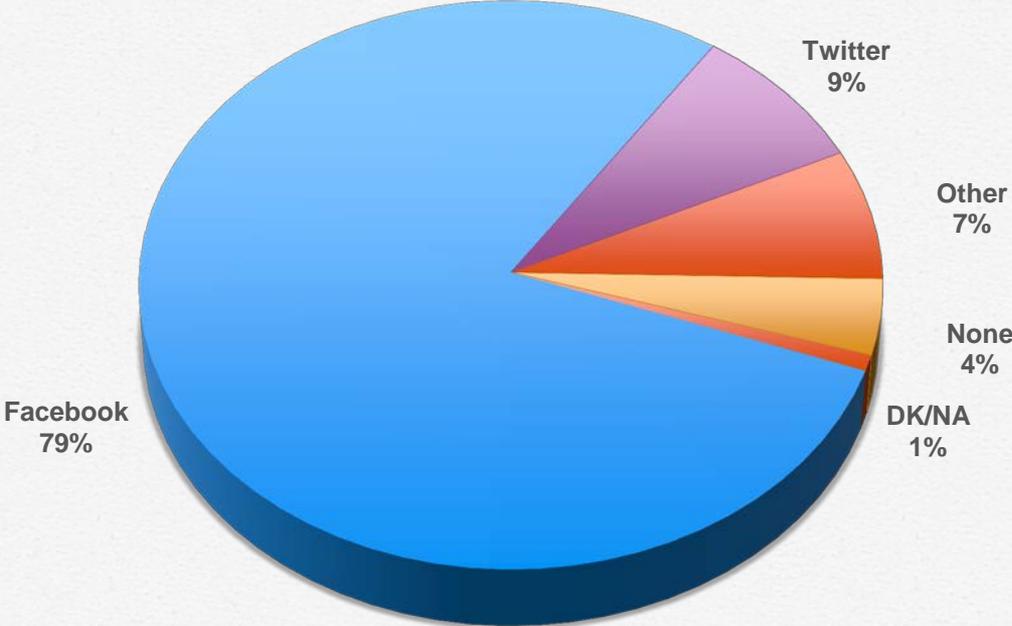
*“Do you follow any companies or brands on any social networking sites such as Facebook or Twitter?”*



Base: Users of Social Networking Sites/Services

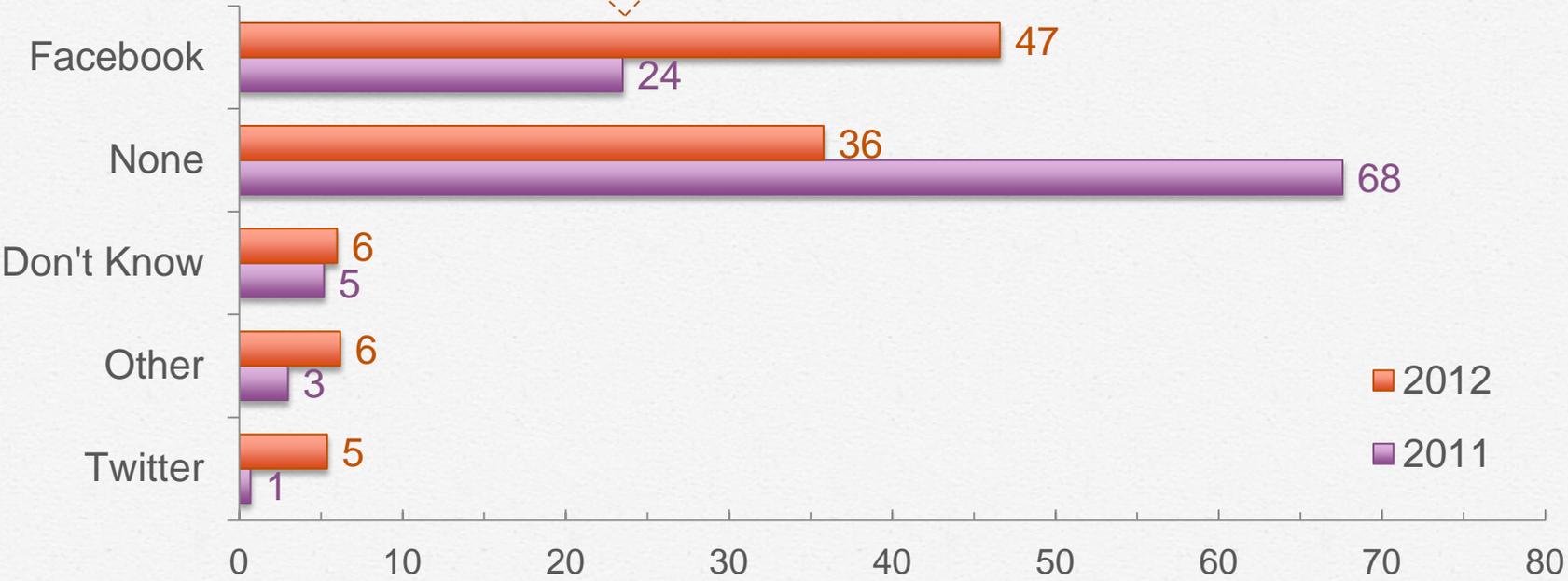
# Facebook Is The Dominant Platform For Brand-Following Behavior

*“Which ONE social networking site or service do you use MOST to connect with brands or products?”*



# Consumers Are More Conscious of Facebook's Impact on Buying Decisions

*“Which ONE social networking site or service influences your buying decisions the most?”*



Base: Use any social networking site/service at least once/month

# Consumers Recall a Wide Variety of Brands/Products on the Social Web; No One Brand Dominates

*“Think about the companies, brands, products and services you enjoy following on social networking sites. What is the first ONE that comes to mind?”*

Brand	Number of Mentions
Nike	9
Walmart	6
Apple	5
Starbucks	5
Levi's	4
Coke	3
NFL	3
Pampers	3

# Sales/Discounts Most Commonly-Cited Reason For Following Brands or Products

*“Why do you enjoy following [first recalled brand] in particular?”*

Reason	Number of Mentions*
Sales/Discounts/Coupons	56
Don't Know	47
Like The Product	45
Content/Ideas	43
Keep Informed On New Products	35
Favorable Opinion of Company	29
News/Information	28
Humorous/Entertaining	18
Work There	18
Current Customer	17
Other	16

\* Total number of responses=332

