

The Social Habit

June 2012

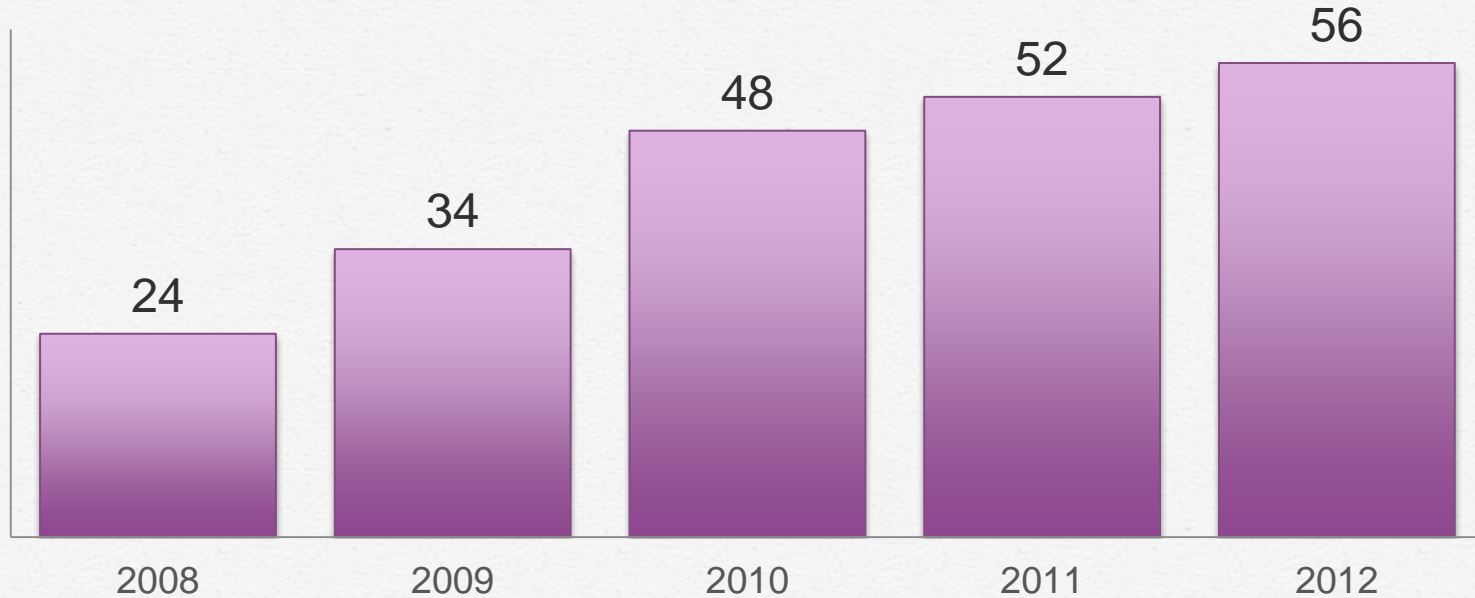


Methodology

- 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 20th study in this series, dating to 1998

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

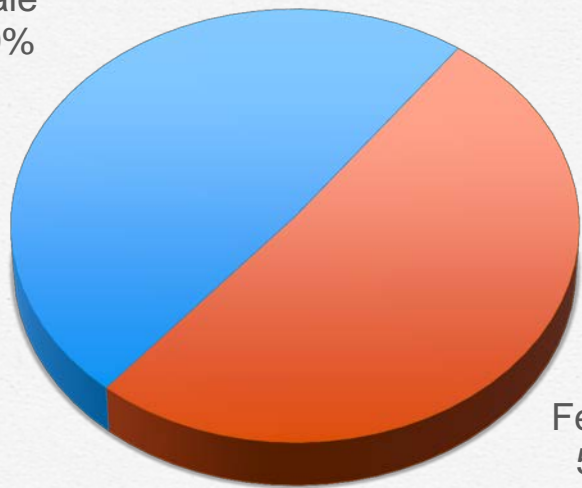
% Who Currently Have a Personal Profile Page Any Social Networking Website



Social Networkers Lean Slightly More Female Than Population

Gender Composition

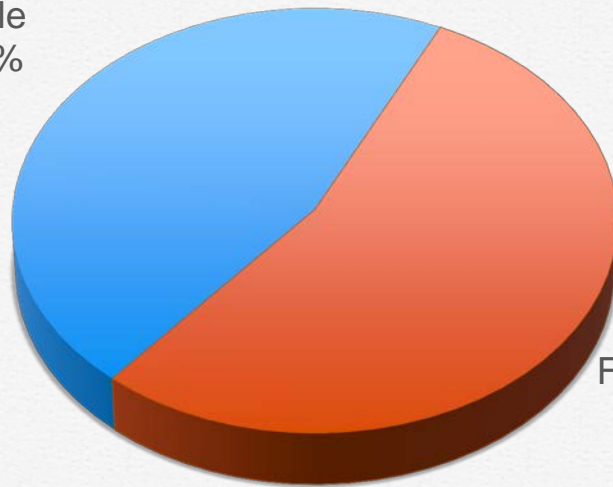
Male
49%



Female
51%

U.S. Population 12+

Male
46%

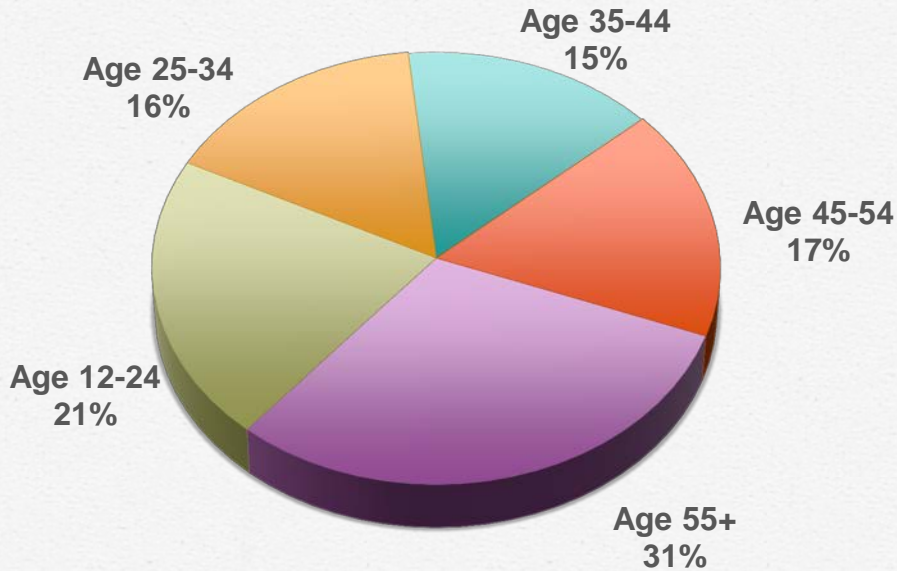


Female
54%

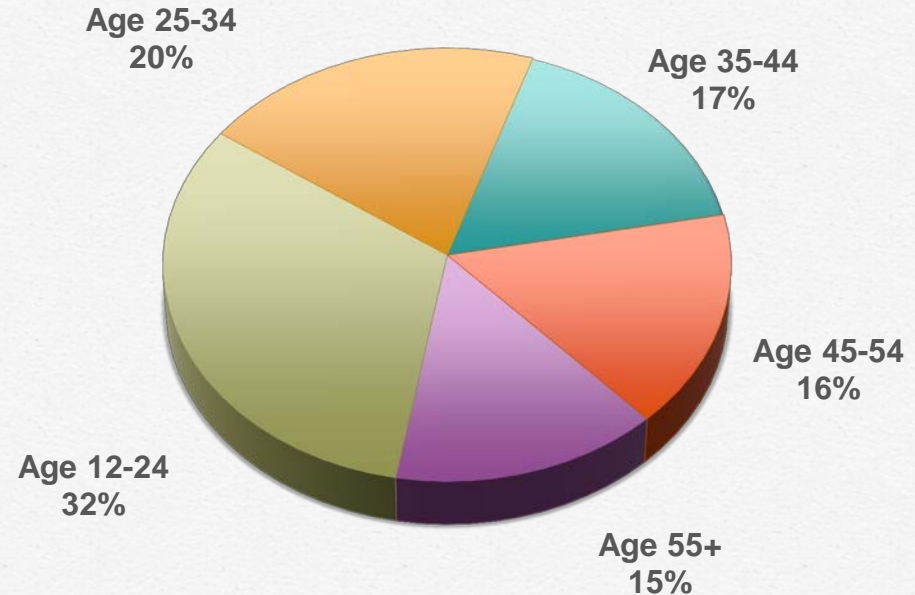
Social Networkers

Over Half of Social Networking Users Are 12-34

Age Composition



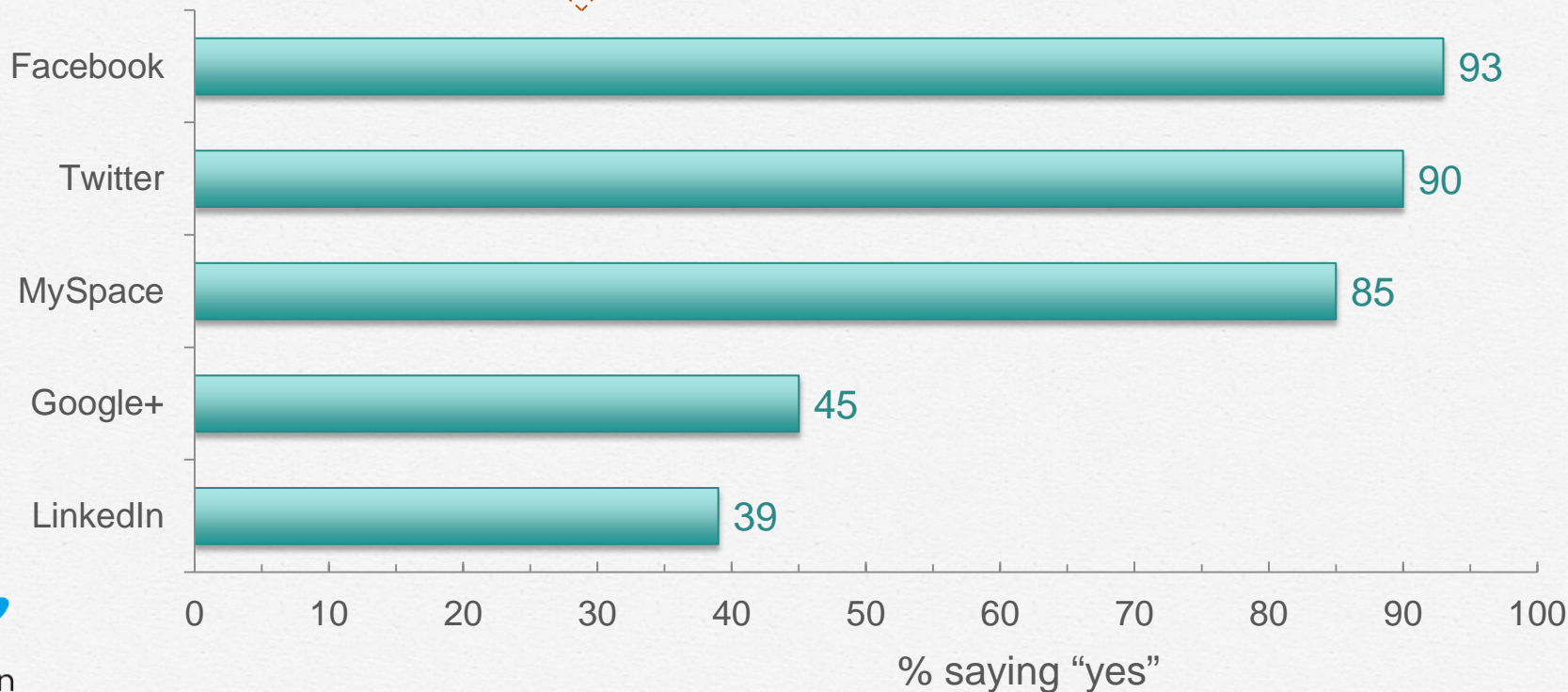
U.S. Population 12+



Social Networkers

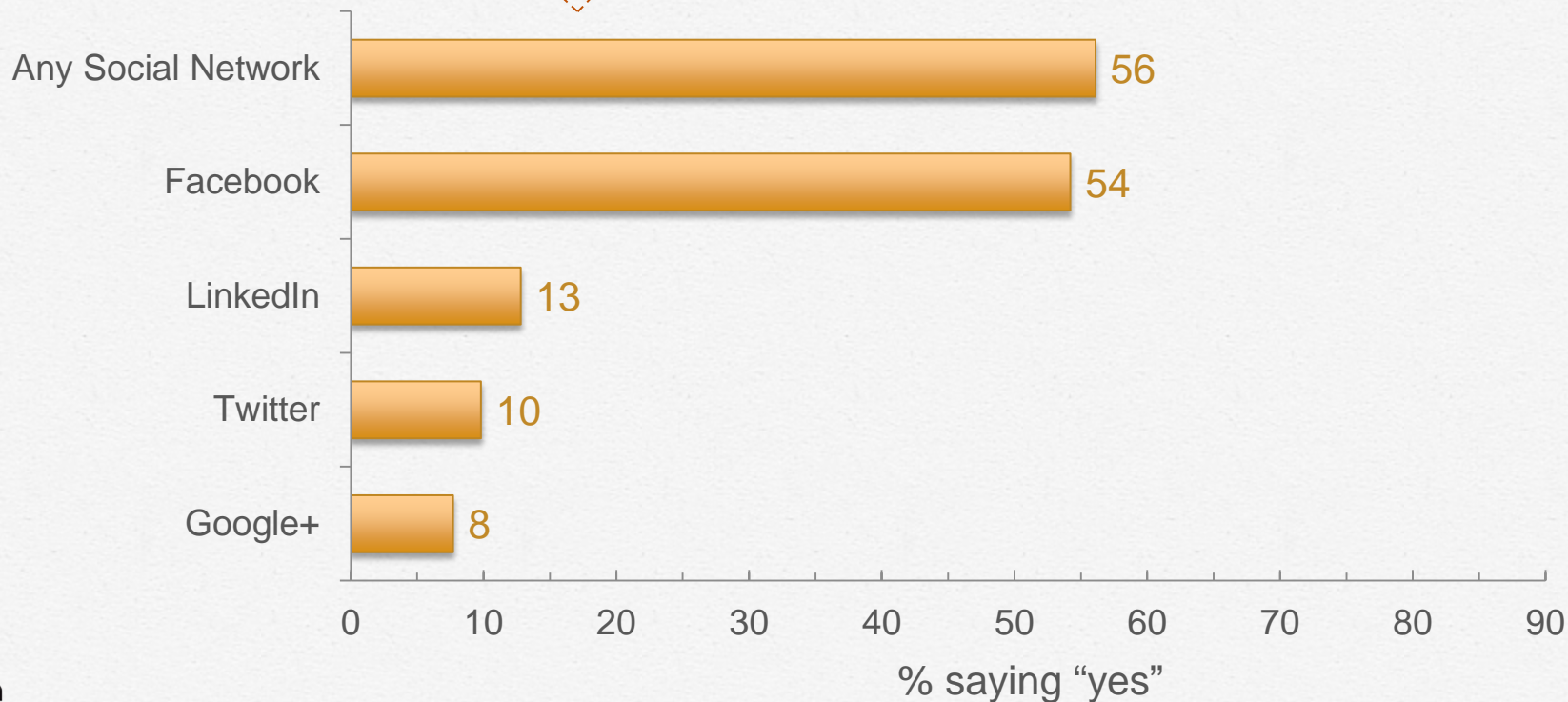
Awareness of Leading Social Networking Sites is Ubiquitous

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



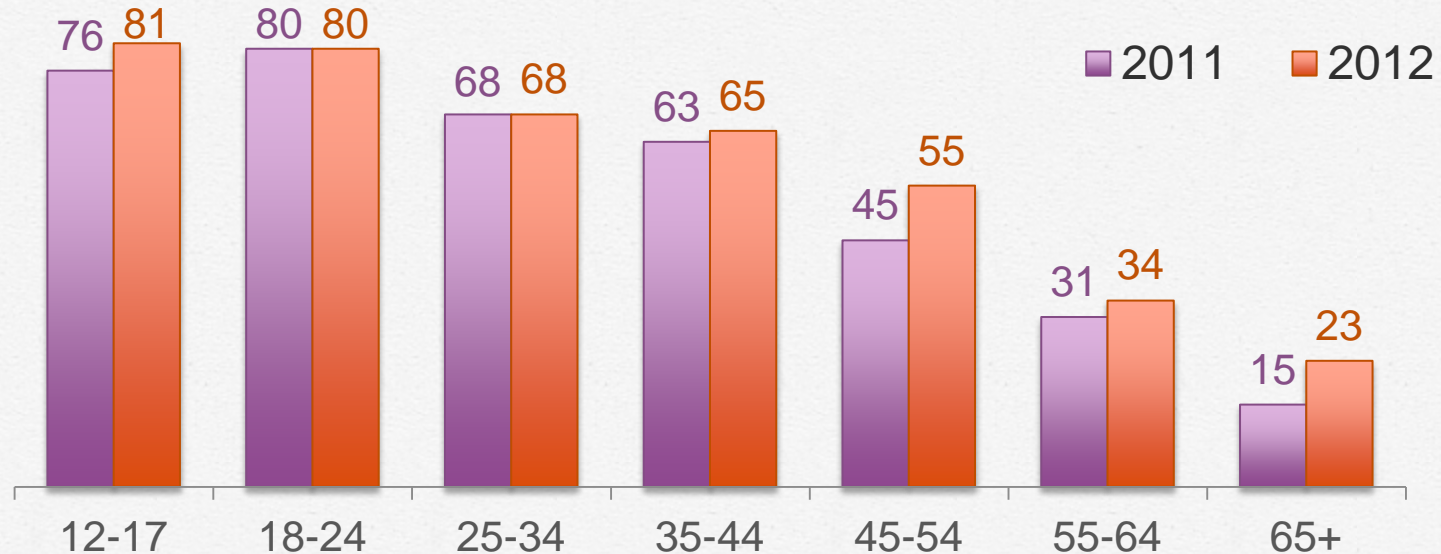
Facebook Is the Dominant Social Network

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



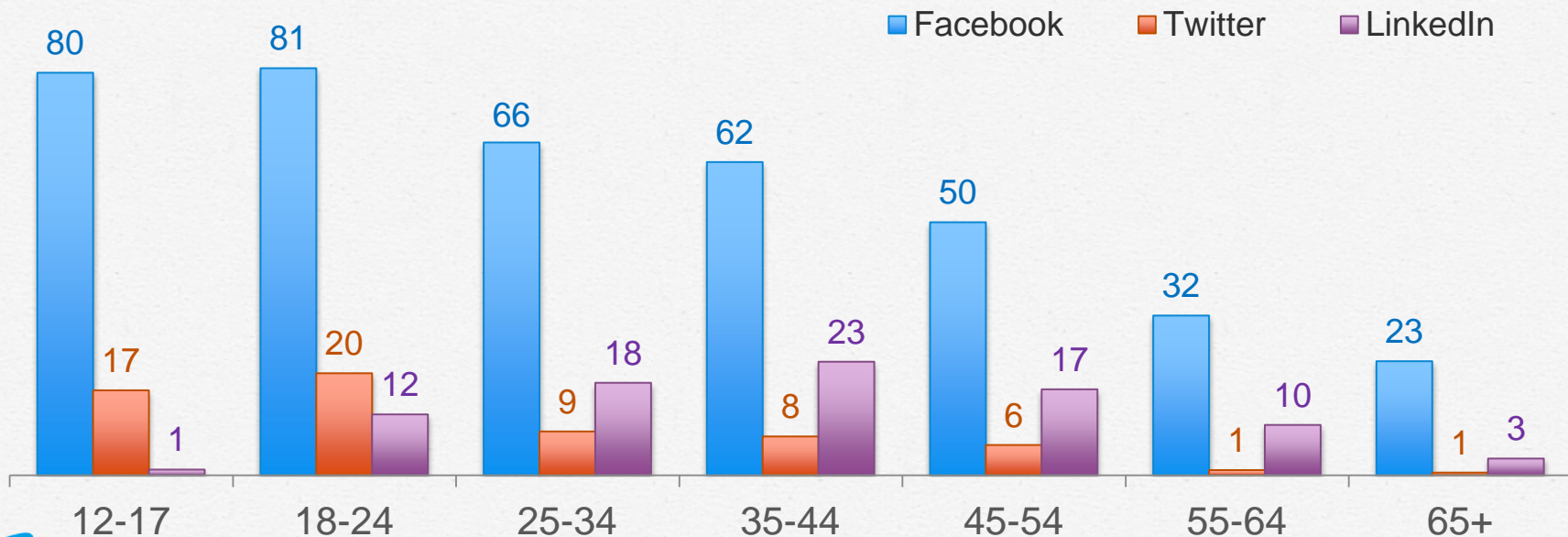
Year-Over-Year Growth in Social Networking Greatest Among People Age 45 and Older

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



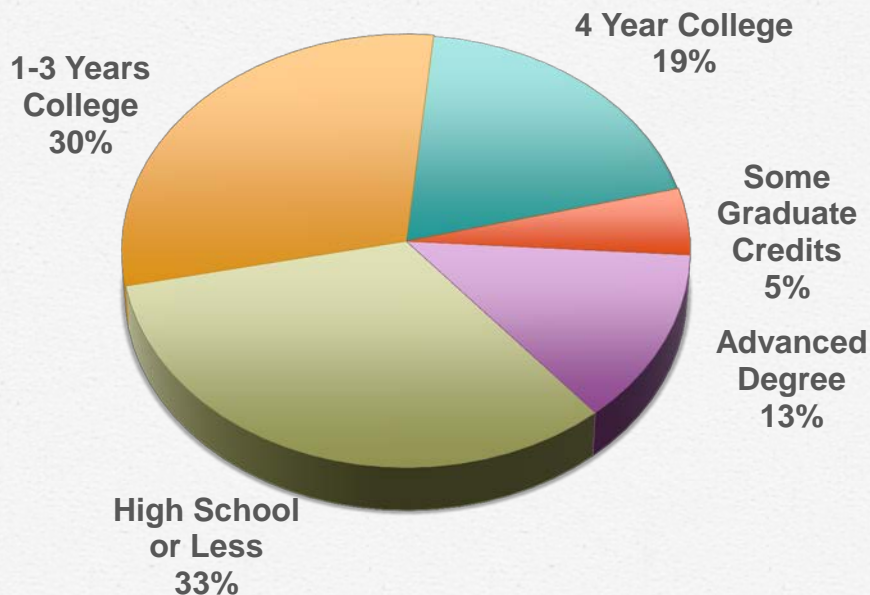
Age Demographics of Popular Social Networking Sites

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

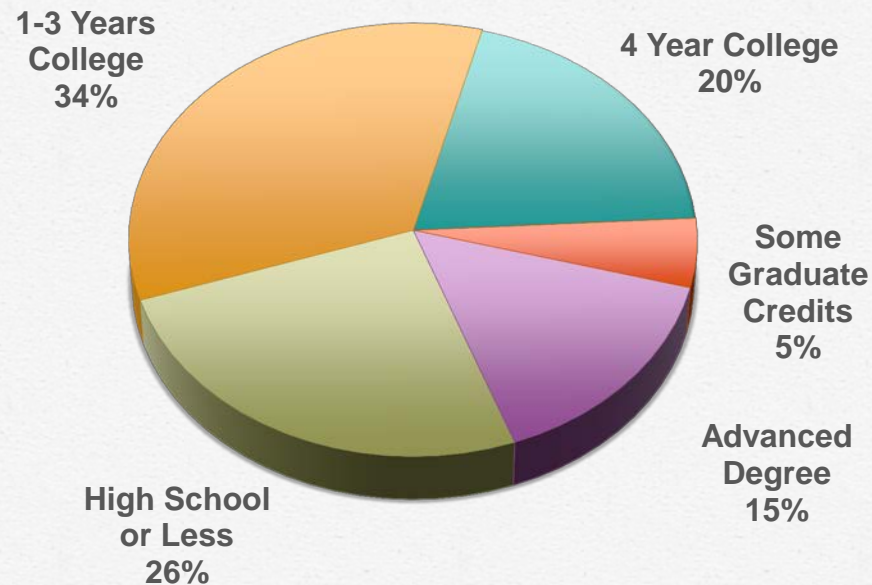


Education Levels of Social Networkers Similar to That of General Population

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



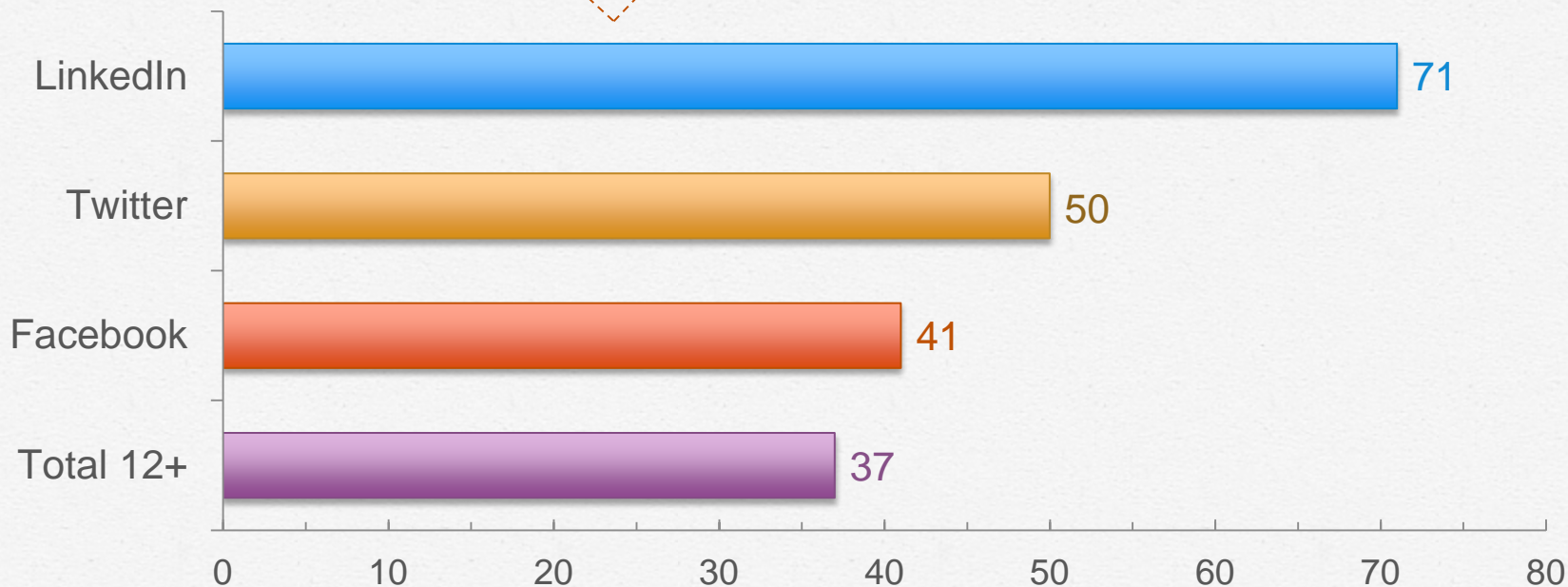
U.S. Population 12+



Social Networking Users

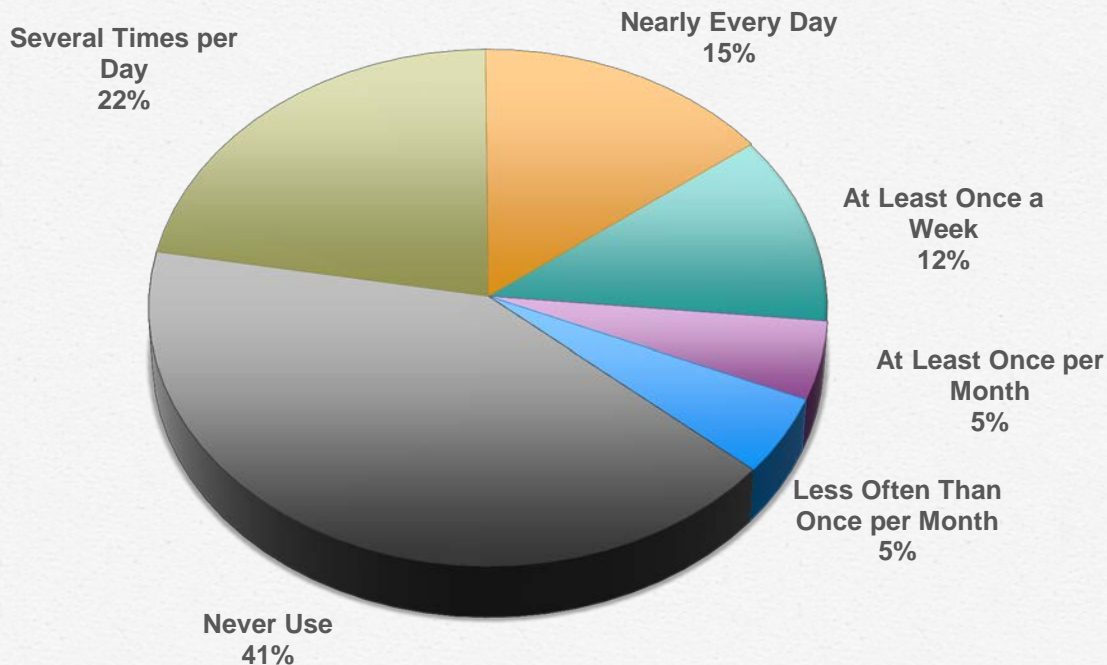
LinkedIn Users Nearly Twice as Likely as General Population to Have at Least a 4-Year Degree

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



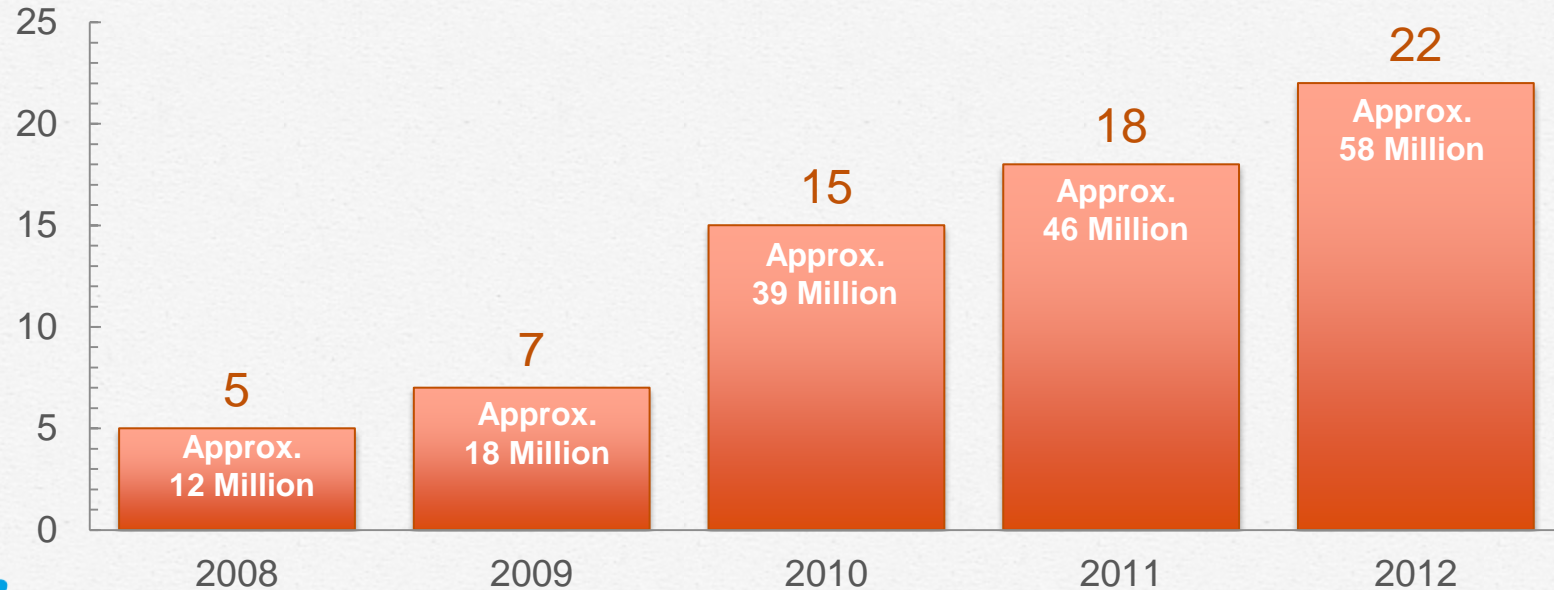
Nearly Two-Thirds Of Social Networkers Use Social Sites Daily

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



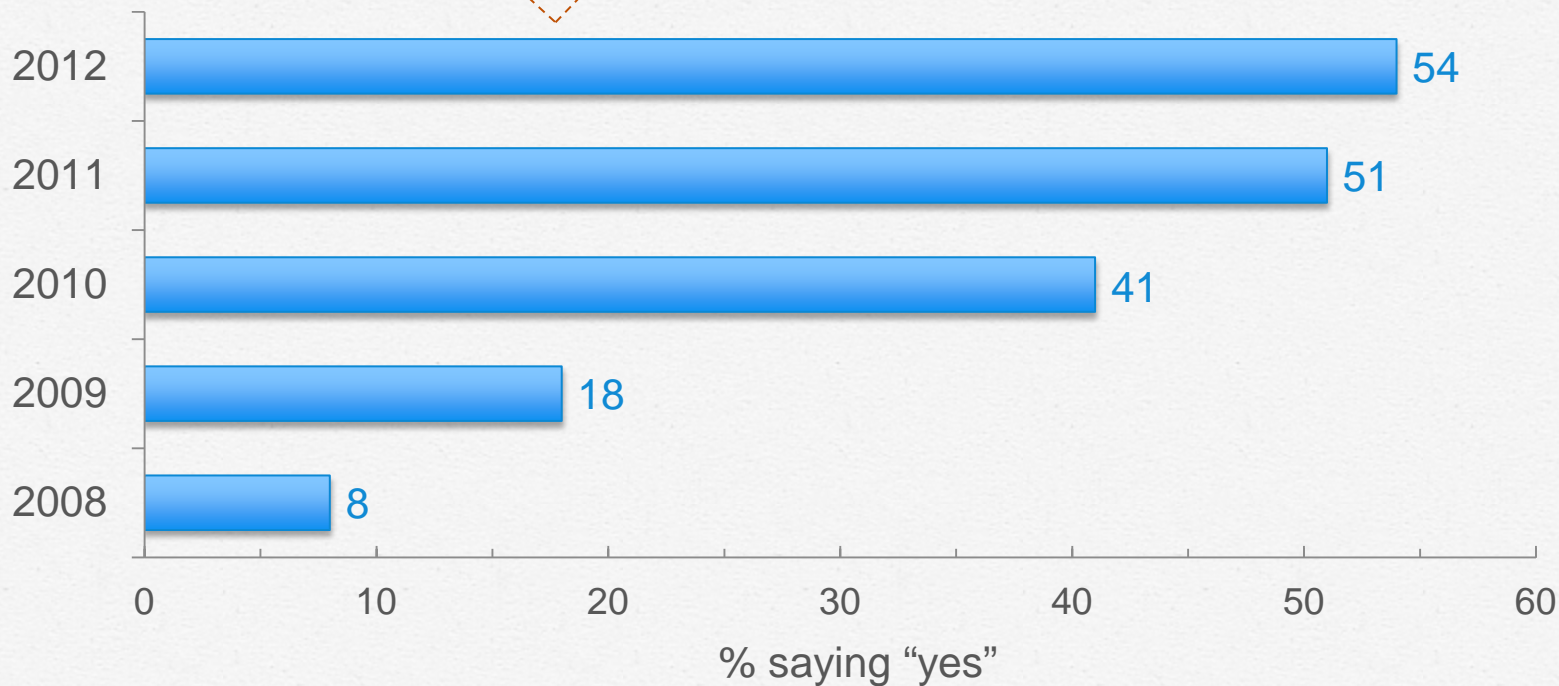
Approximately 58 Million Americans Have “The Social Habit”

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



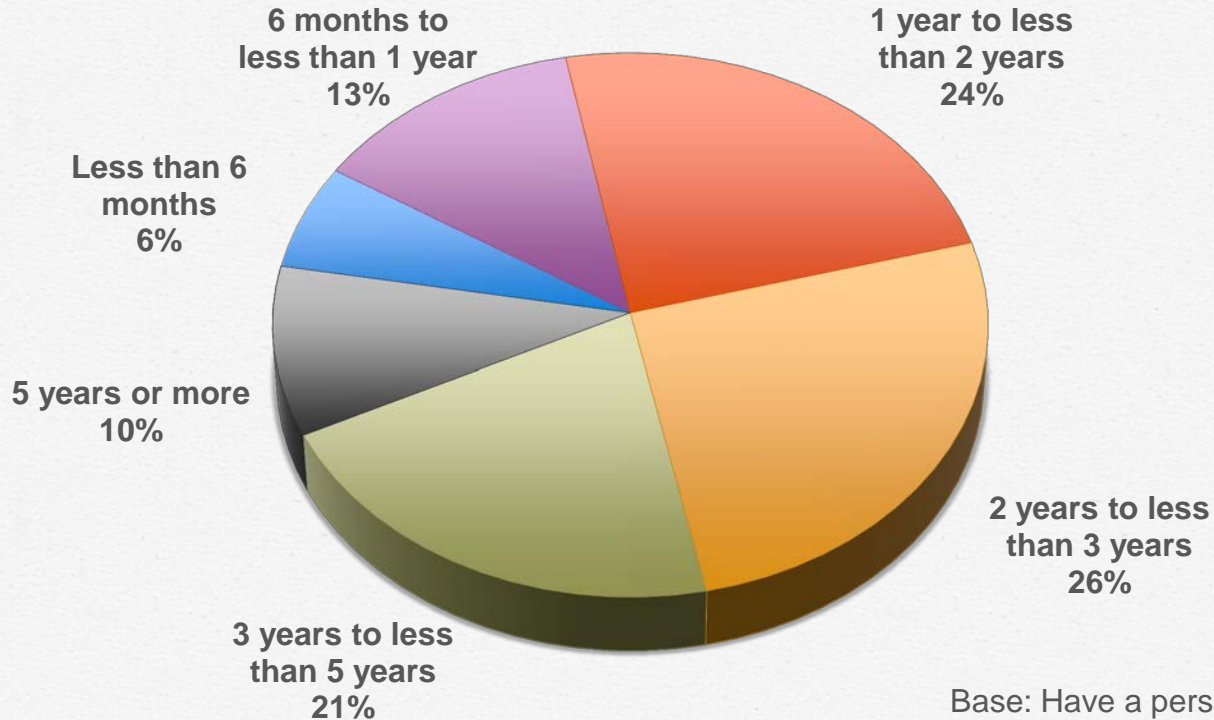
An Estimated 143 Million Americans Have a Facebook Profile

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



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

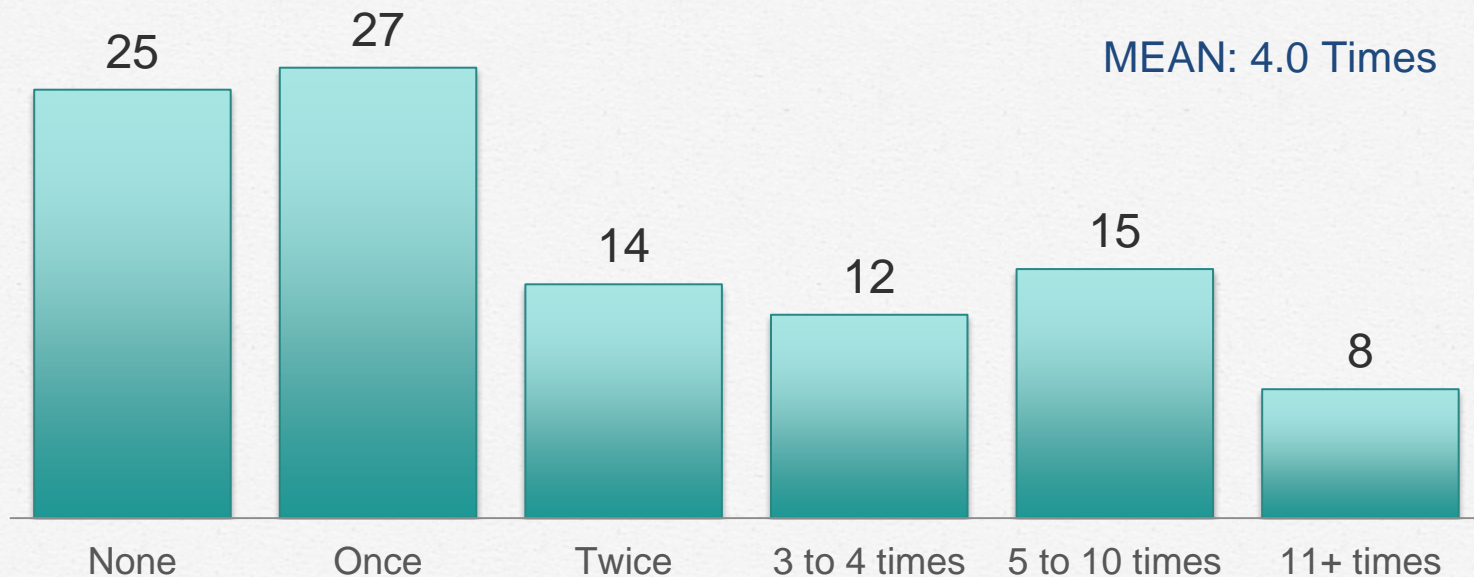
“How long have you been on Facebook?”



Base: Have a personal profile page on Facebook

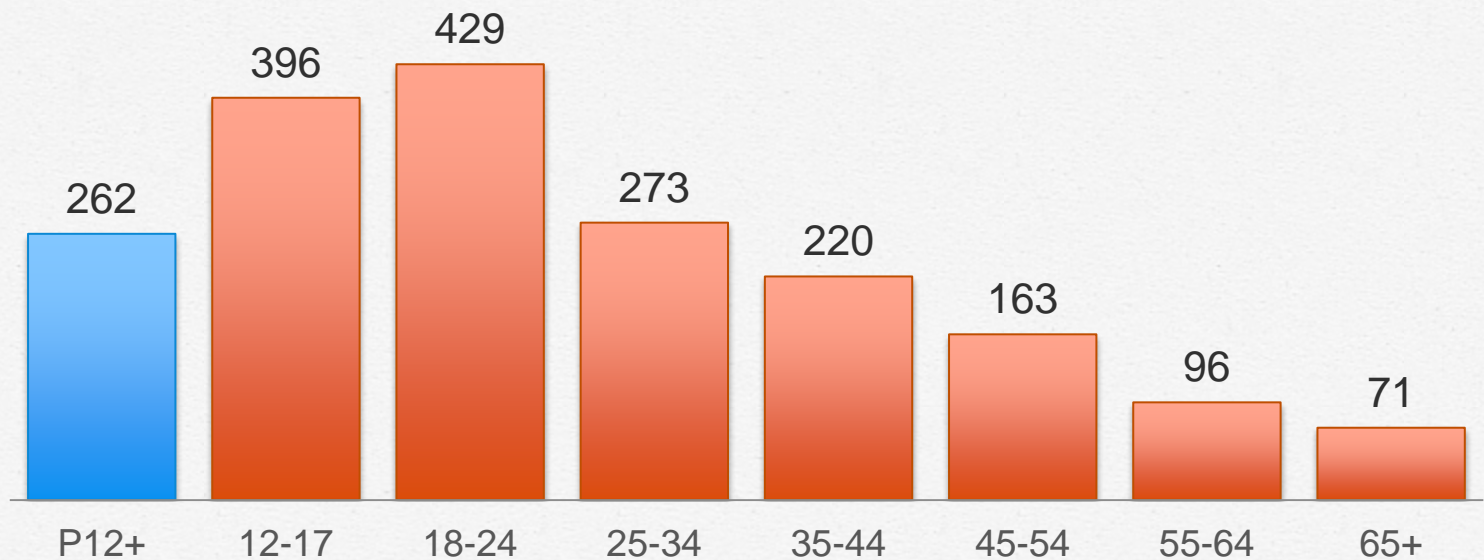
Nearly One-Quarter of Facebook Users Check Their Account At Least Five Times Daily

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



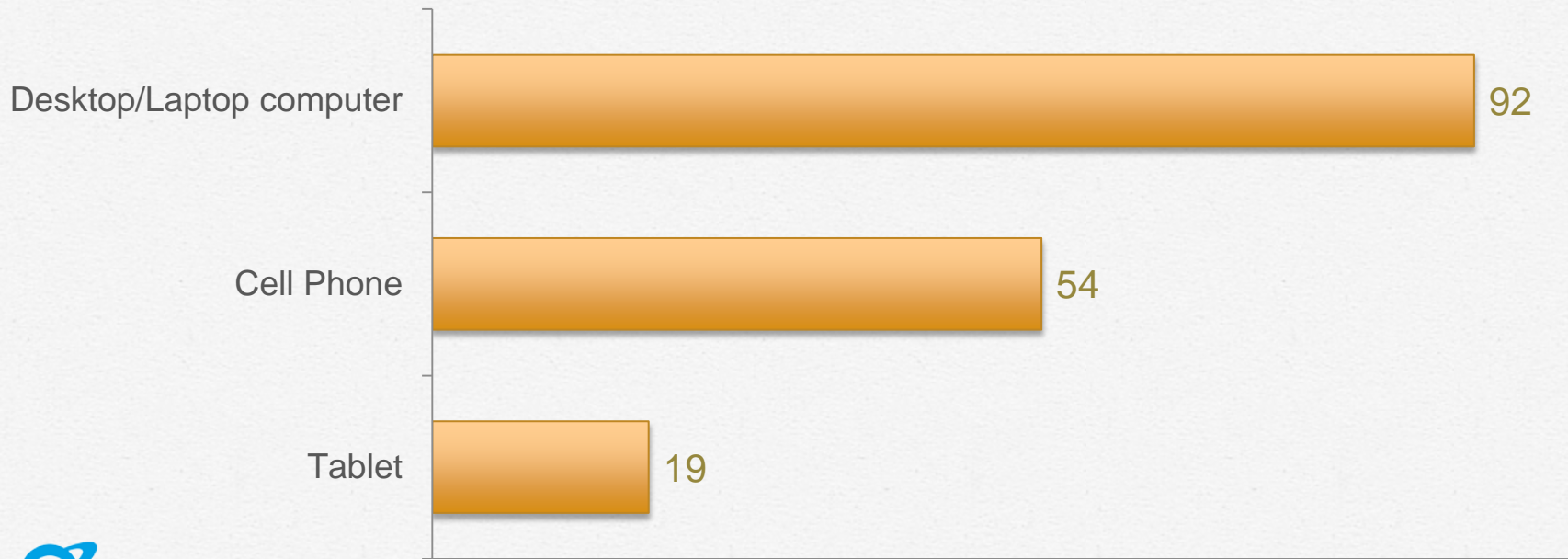
Young Facebook Users Have Lots of Friends

Average Number of Facebook Friends by Age Group



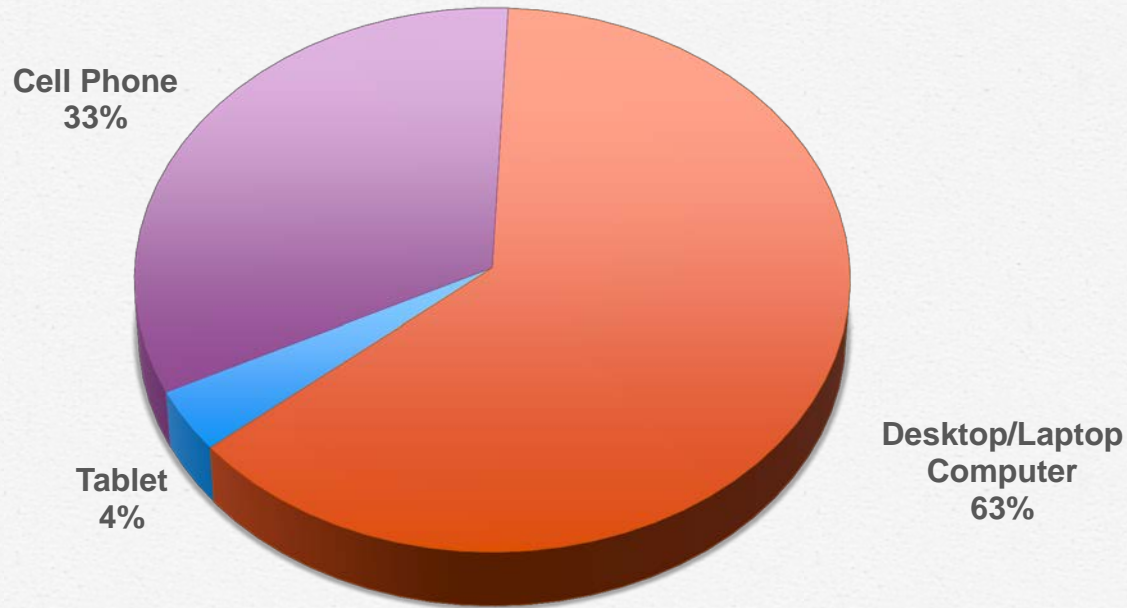
More Than Half of Facebook Users Access the Site Via Phone

% Who Access Facebook On a...



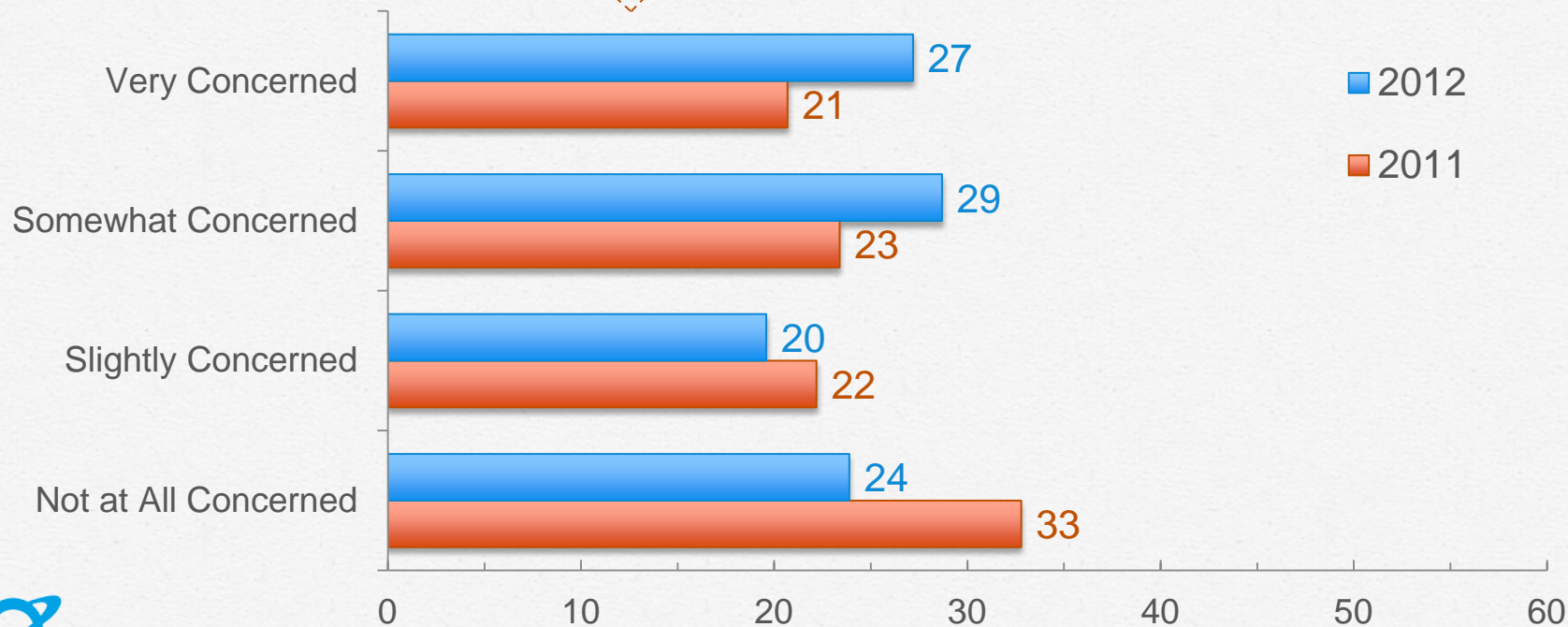
One in Three Facebook Users Access the Service *Most* Via Phone

“Which way do you access Facebook most?”



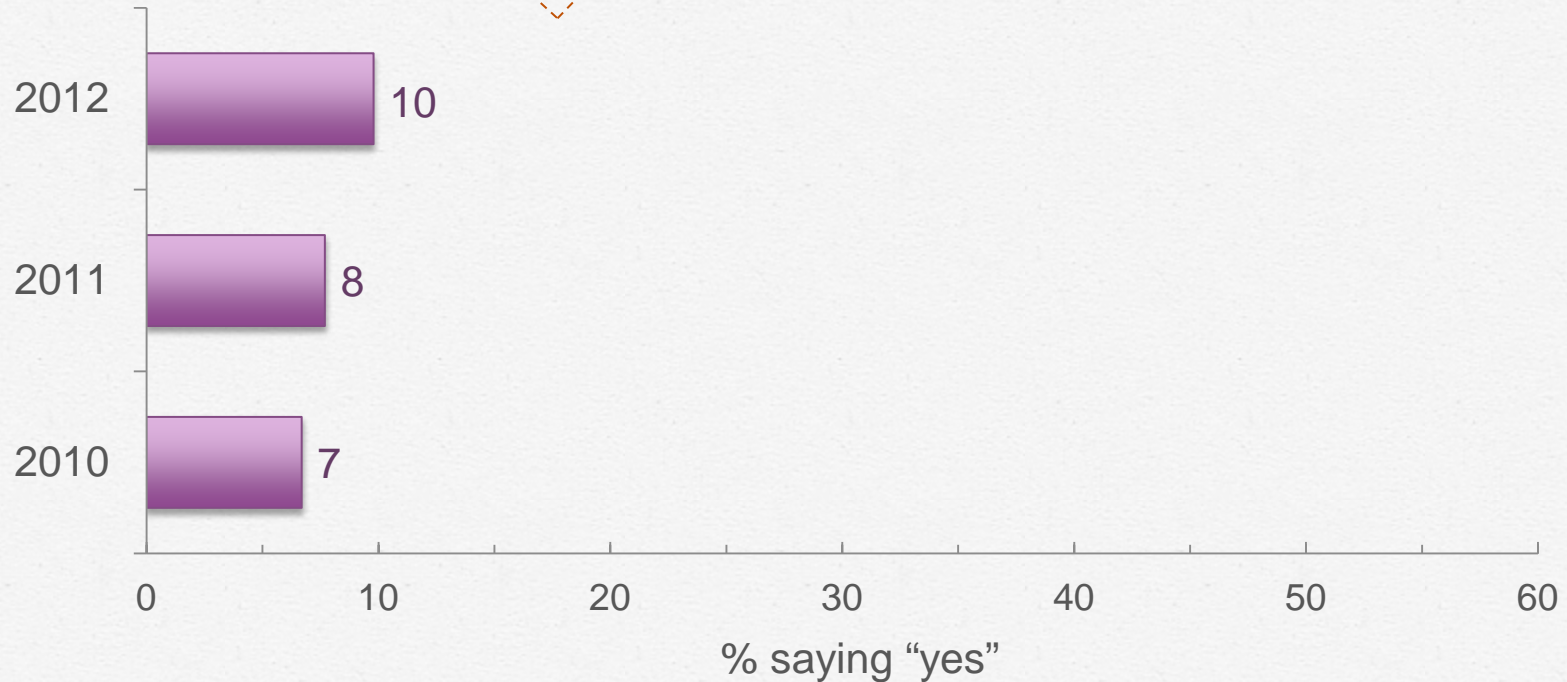
Concerns Over Facebook Privacy Rise

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



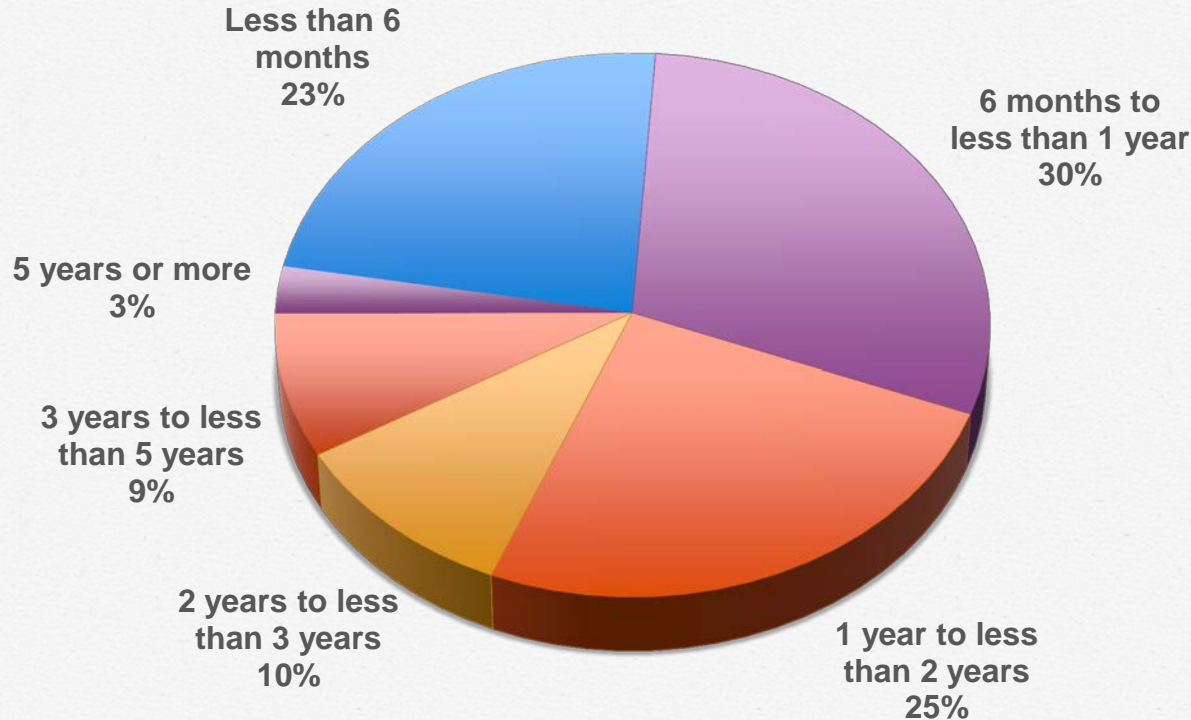
An Estimated 26 Million Americans Use Twitter

“Do you currently ever use Twitter?”



Twitter Continuing To Draw New Users

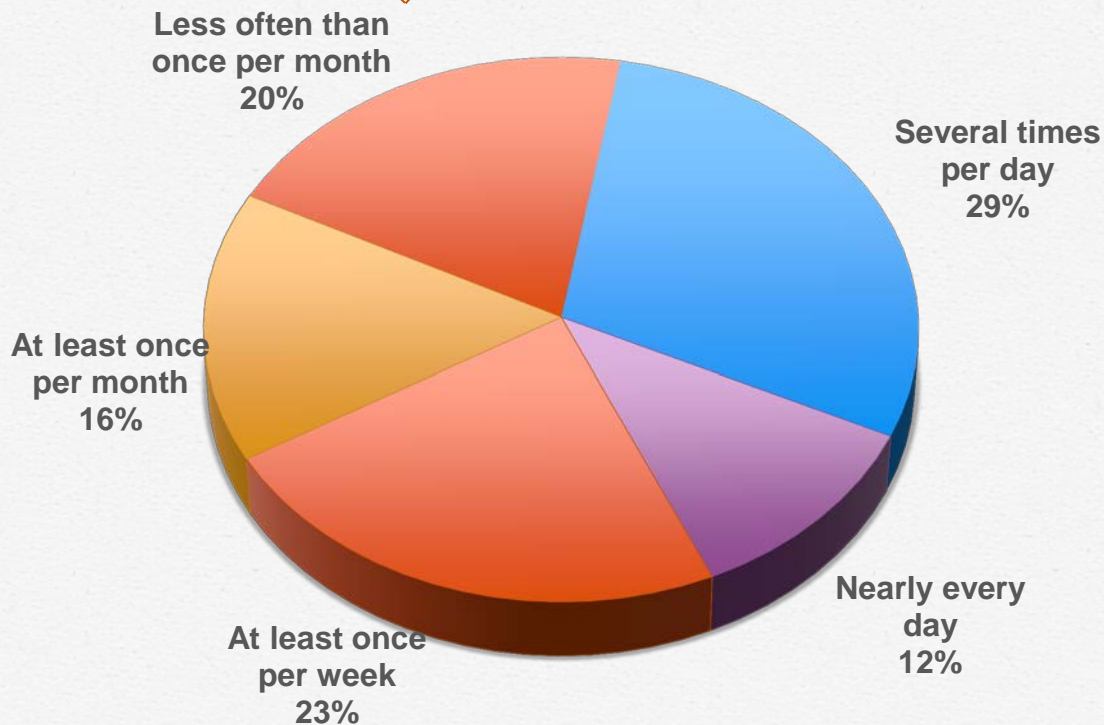
“How long have you been a Twitter user?”



Base: Currently ever use Twitter

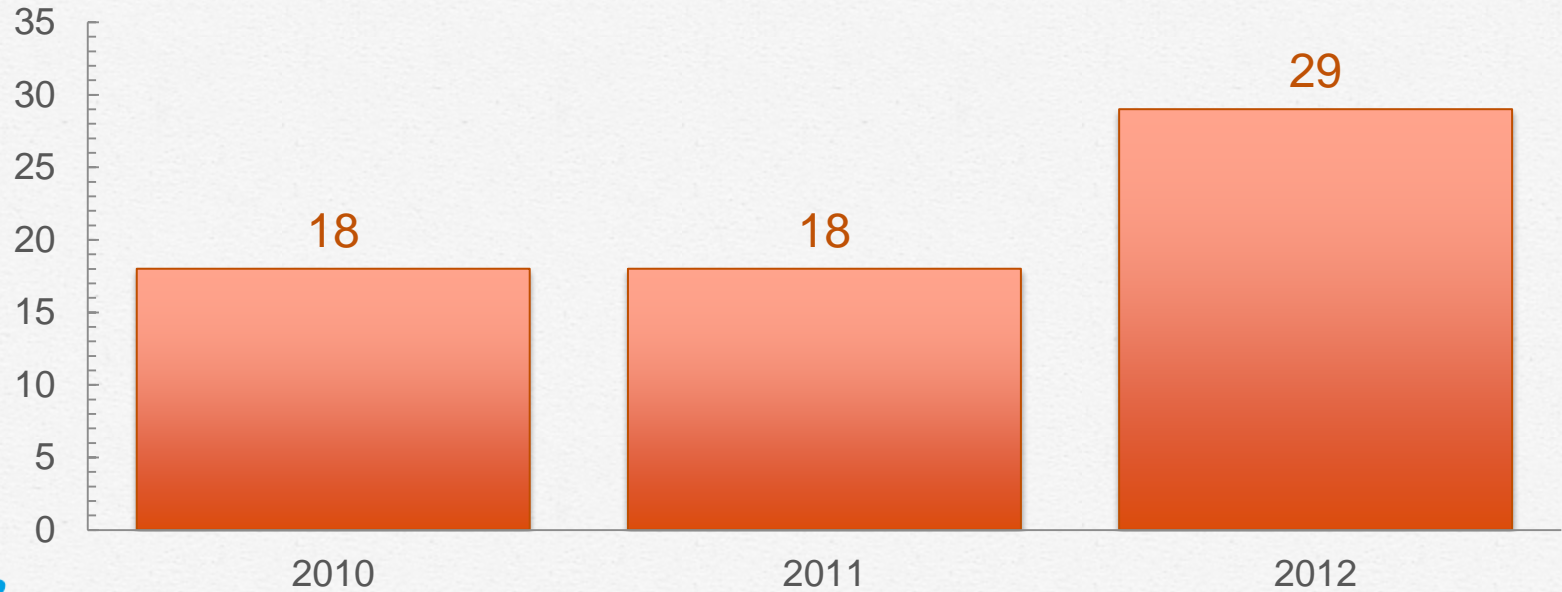
Four in Ten Twitter Users Access the Service Nearly Every Day or More

“How often do you use Twitter?”



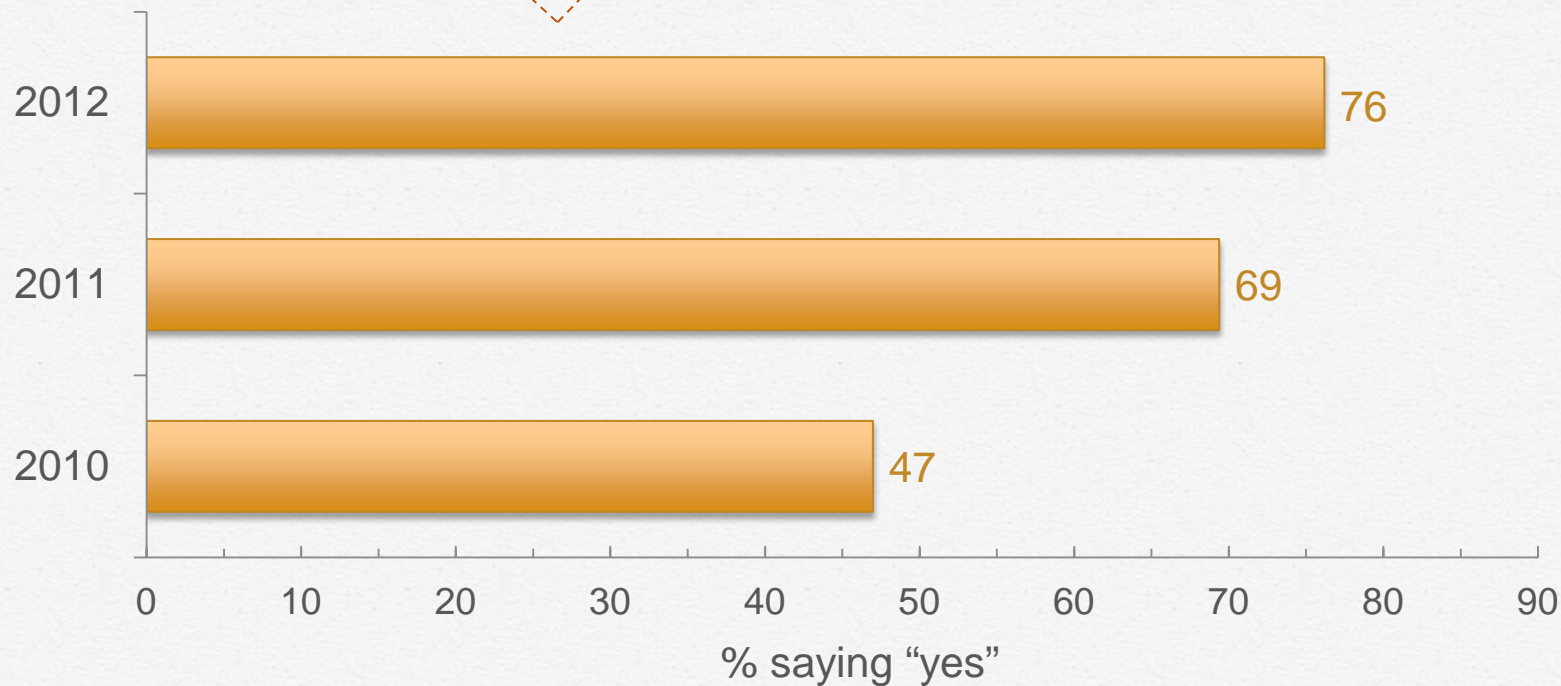
The “Twitter Habit” Grows Sharply

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



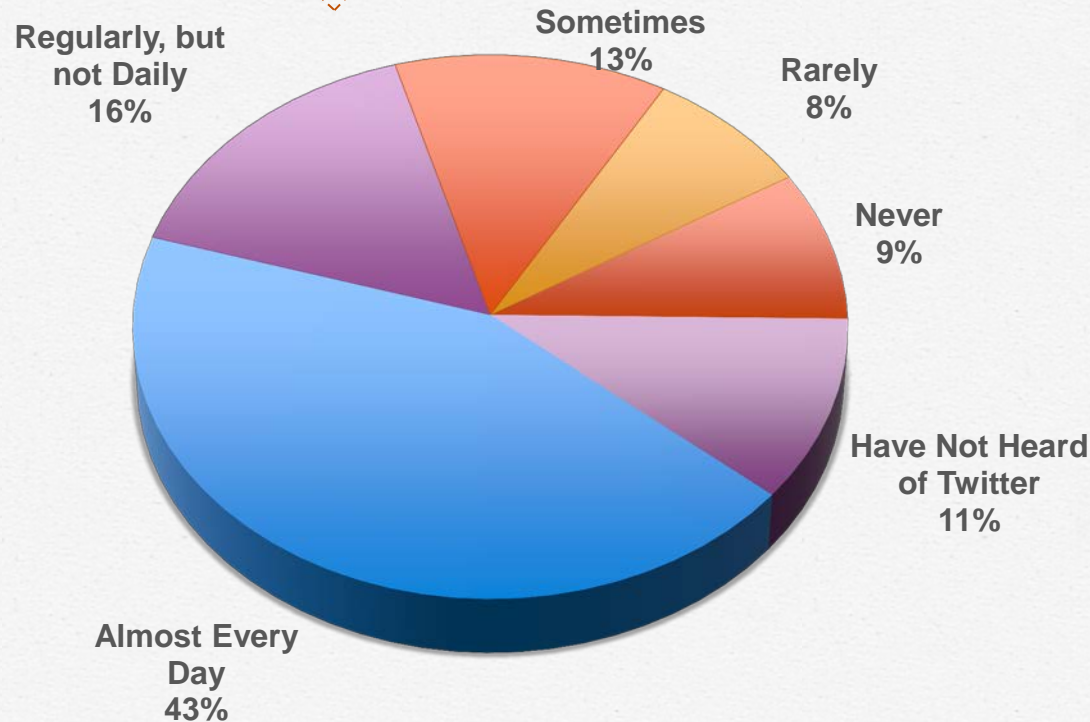
Twitter Users Becoming More Engaged

“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

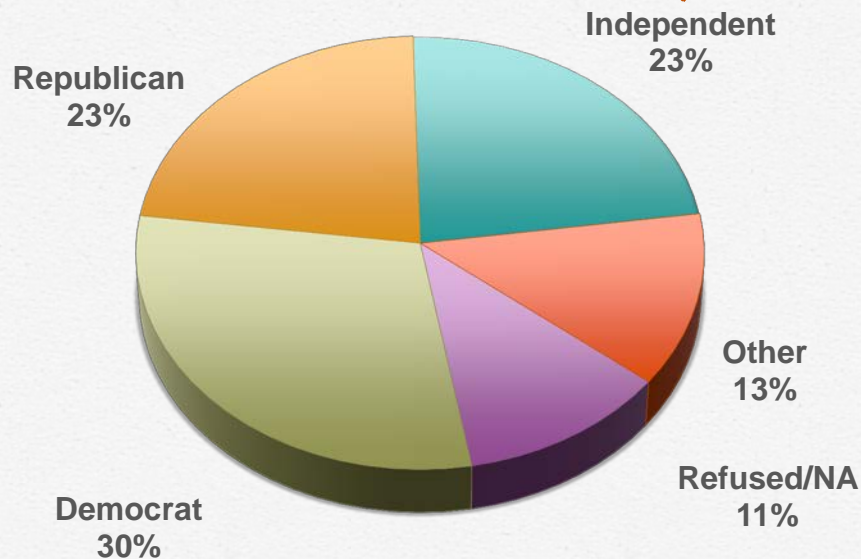
“How often do you hear about Twitter feeds, commonly called tweets, through media such as TV, radio, newspapers, or websites other than Twitter?”



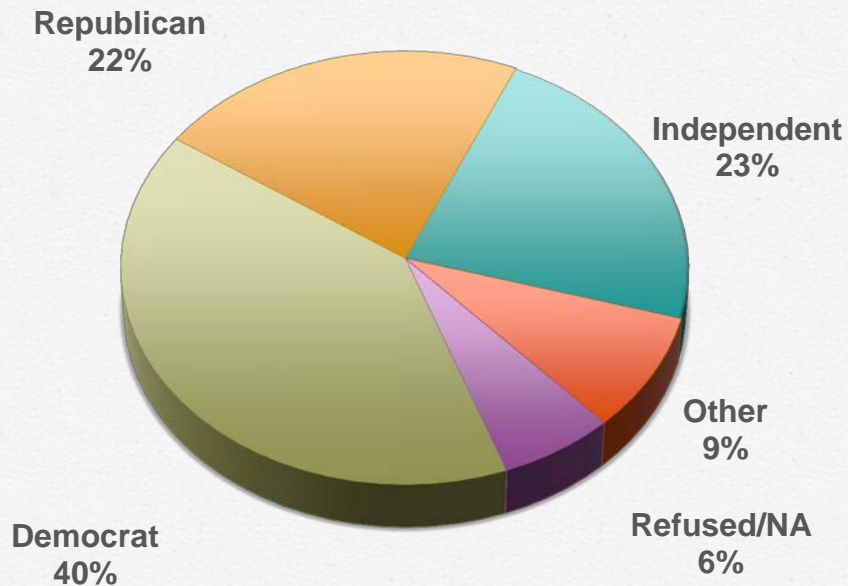
Base: Total Population 12+

Twitter Users Lean Towards The Democratic Party

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



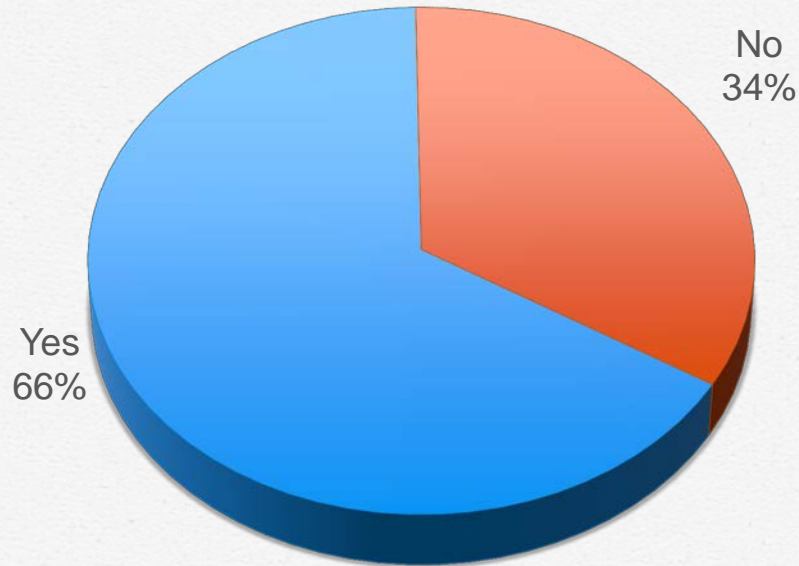
U.S. Population 12+



Monthly Twitter Users

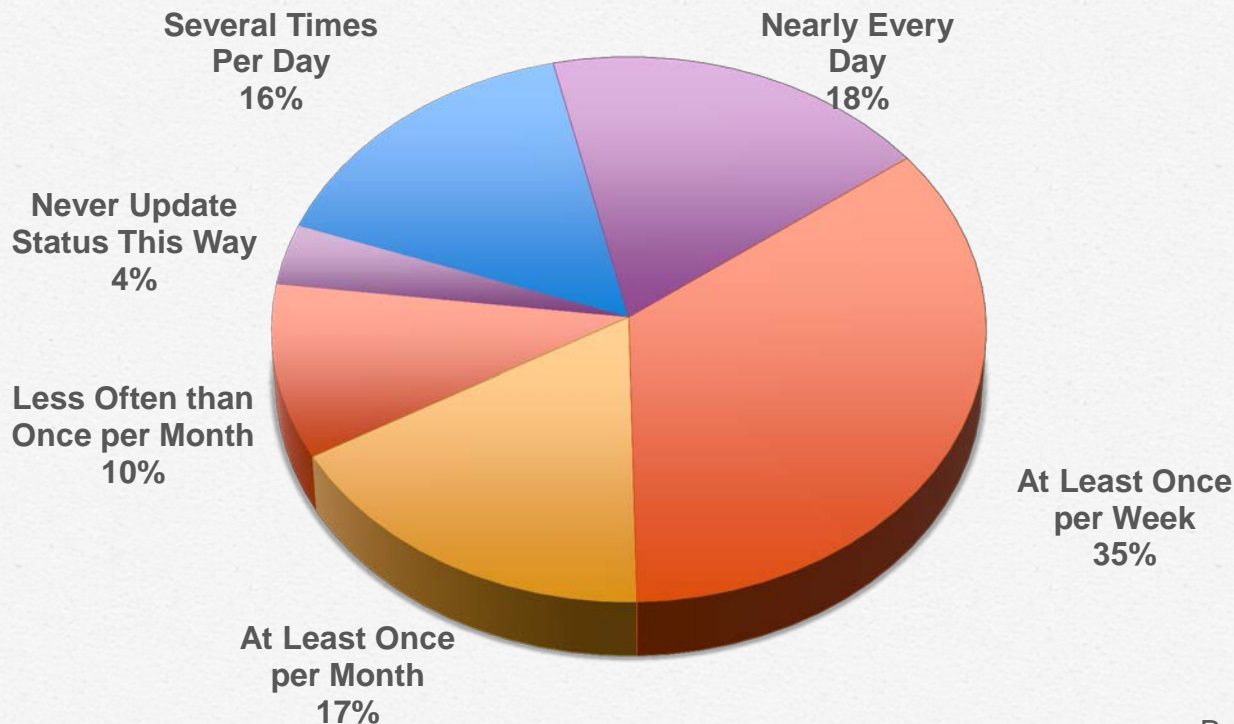
One-Third of Social Networking Users Are “Silent”

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



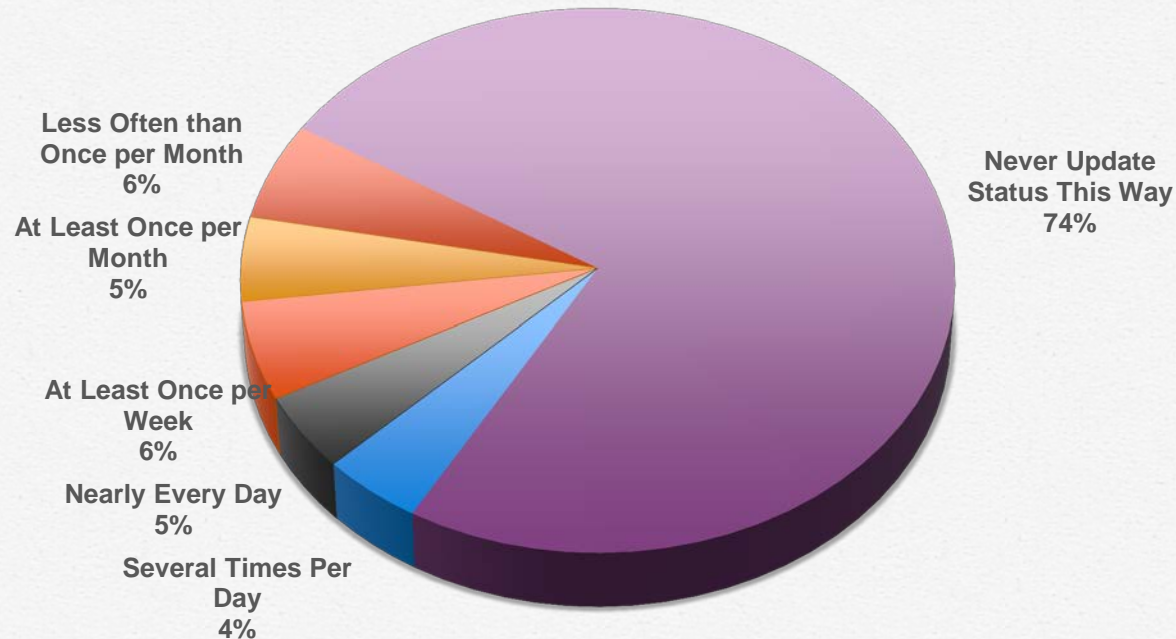
One-Third of Status Updaters Post Updates Using the Service's Website Nearly Every Day or More

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



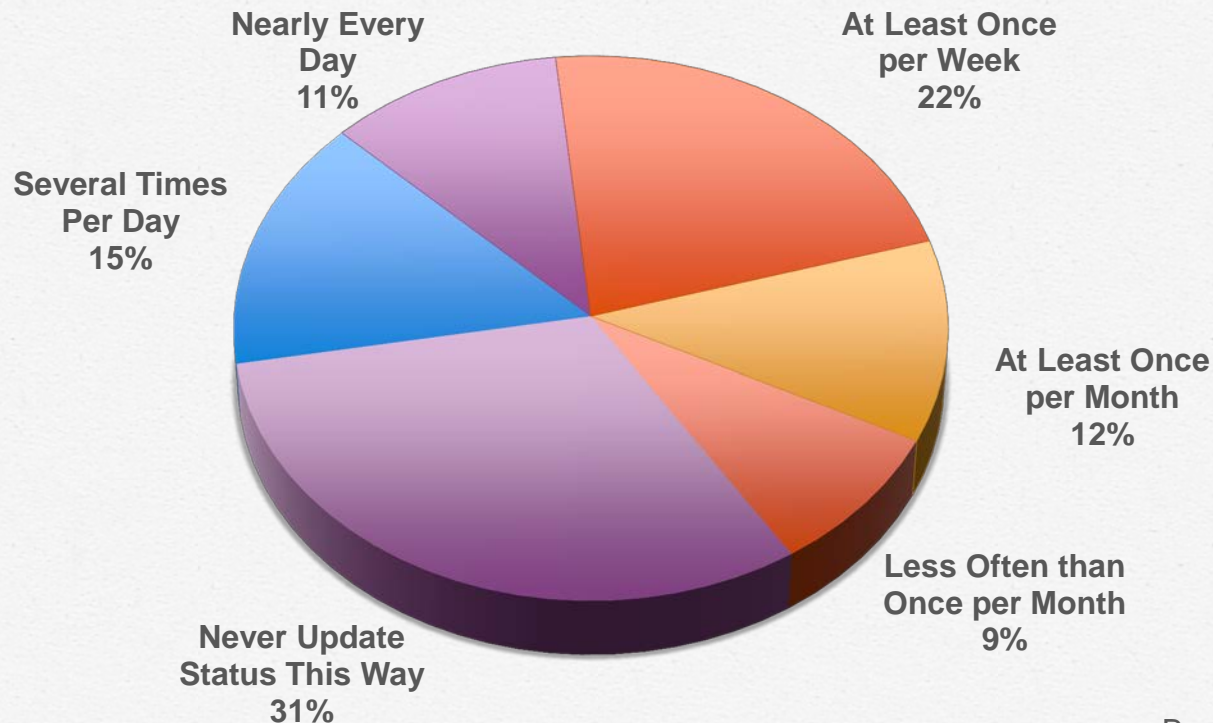
Three-Quarters of Status Updaters Do Not Use Client Software to Update Their Status on Social Networks

“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?”



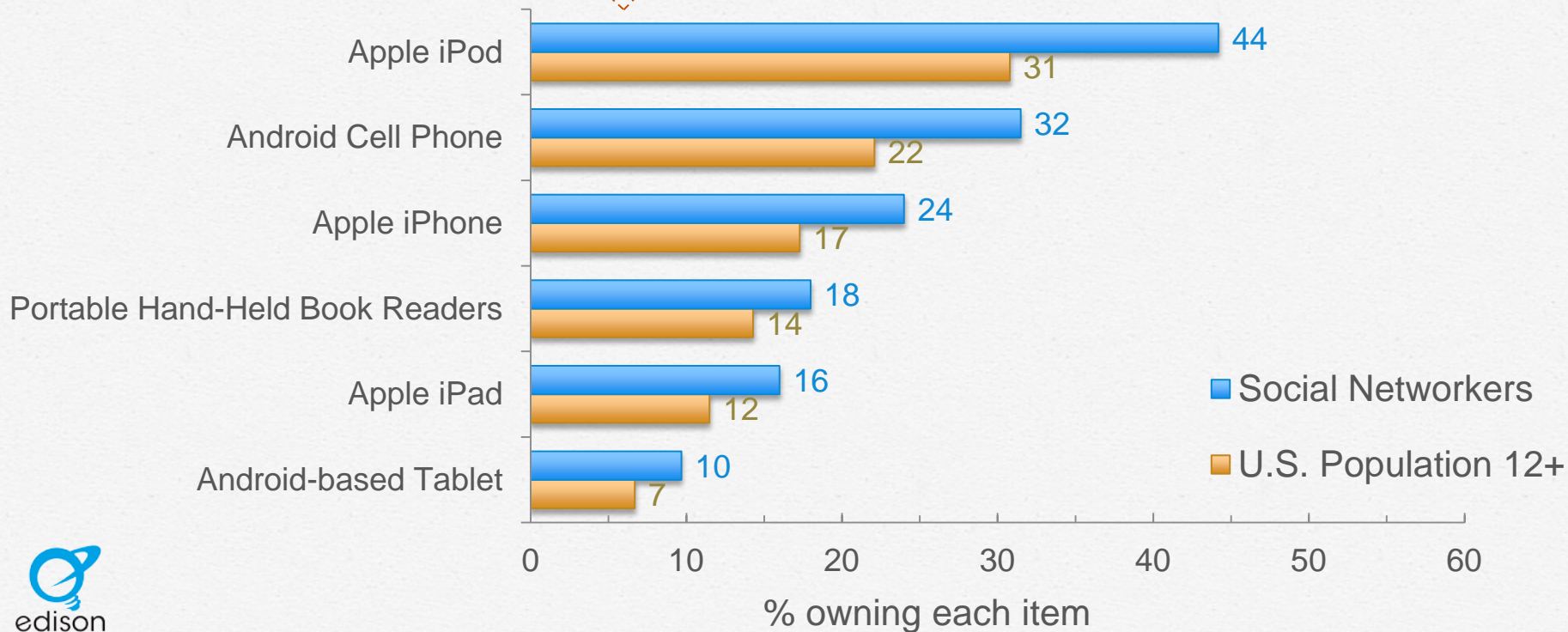
The Majority of Social Networkers Own a Smartphone

% of Social Networkers Who Own a Smartphone



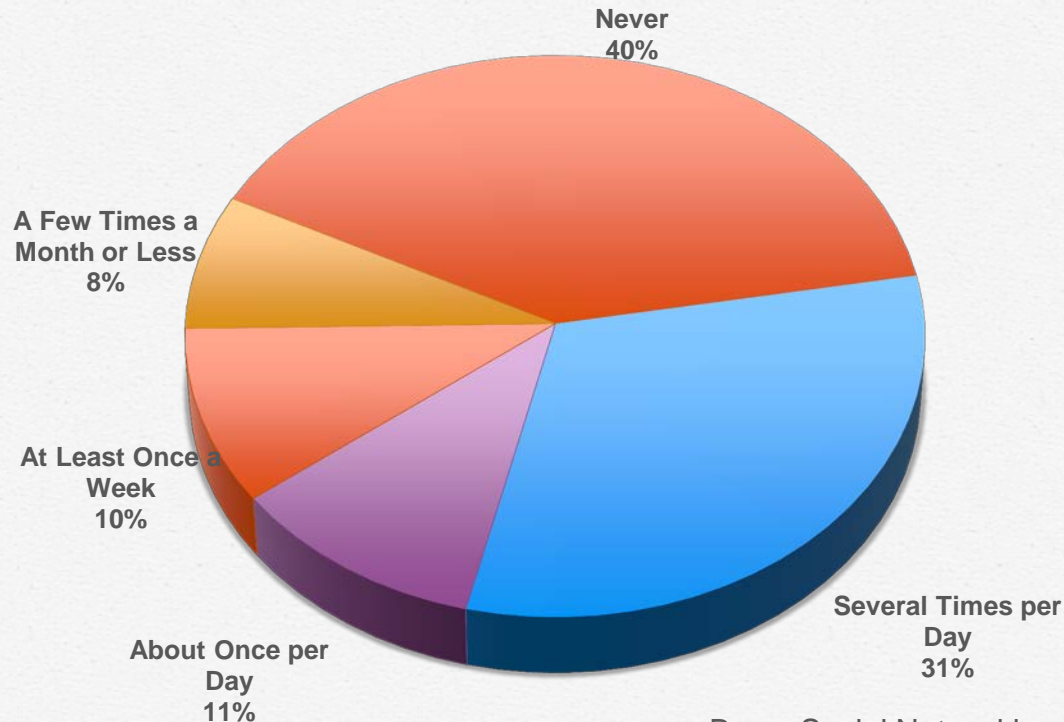
More Social Networkers Own Mobile Devices Than Average

“Do you currently own...”



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

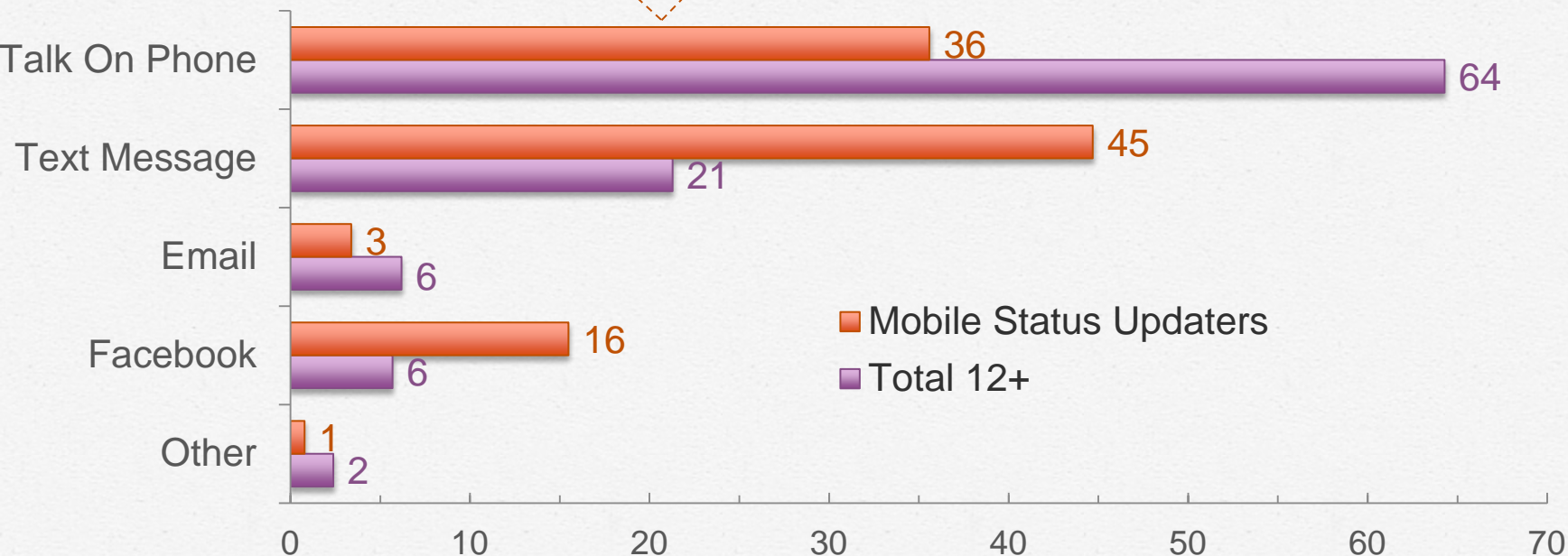
“How often do you use social networking sites on your cell phone?”



Base: Social Networking Users Who Own Mobile Phones

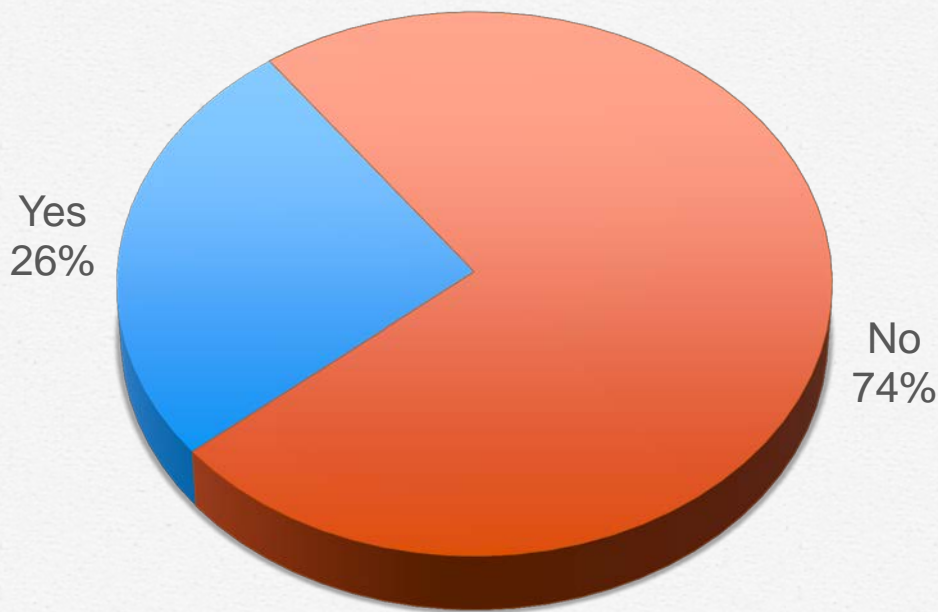
Mobile Status Updaters Prefer Communicating by Typing Over Talking

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



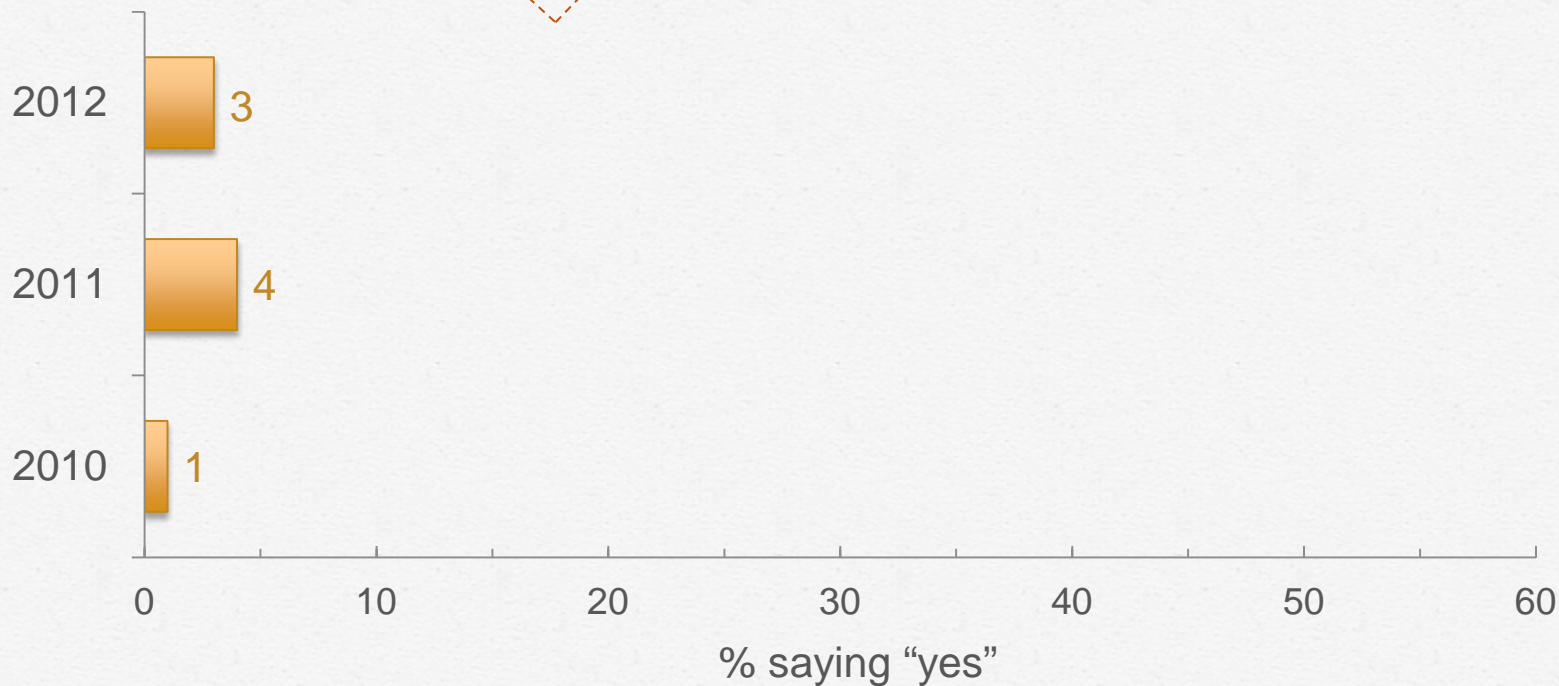
One in Four Americans 12+ Familiar with “Check-In” Services

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



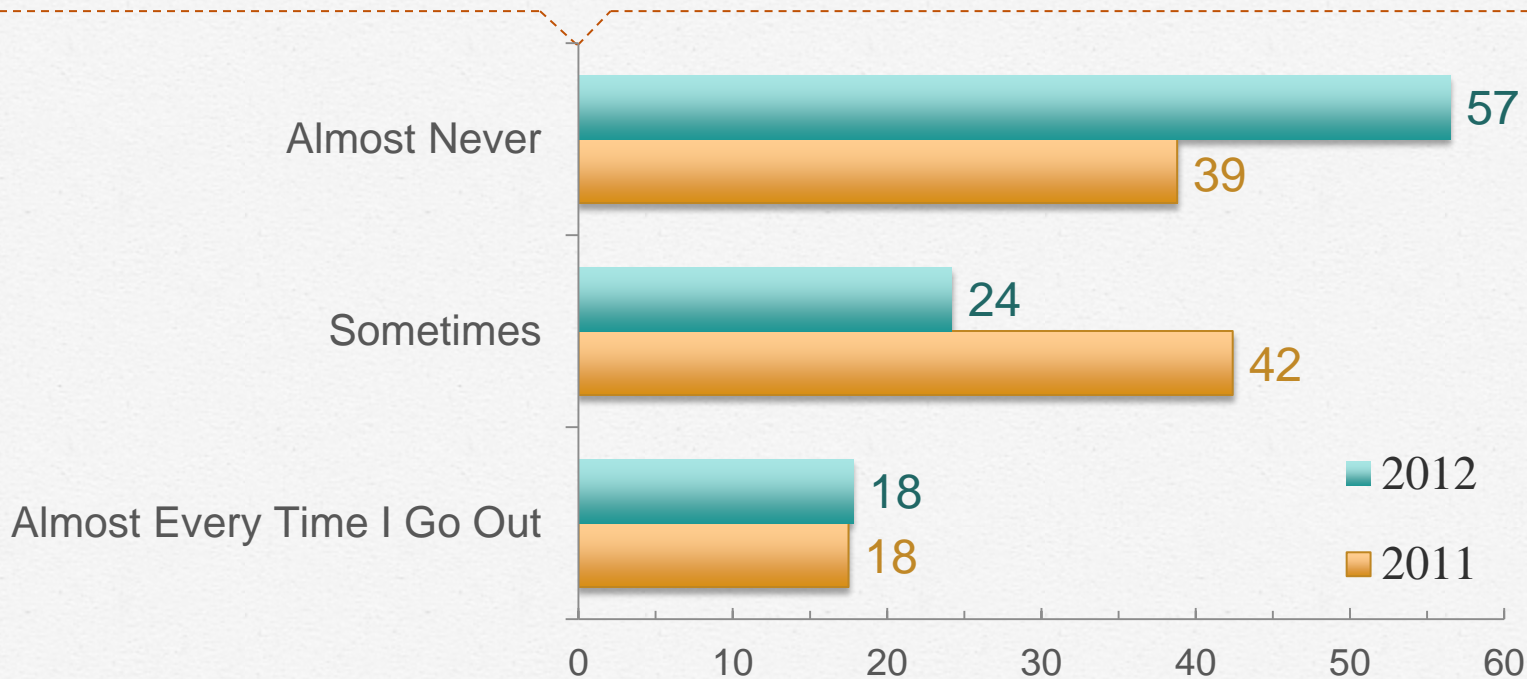
“Check-In” Behavior Stalls

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



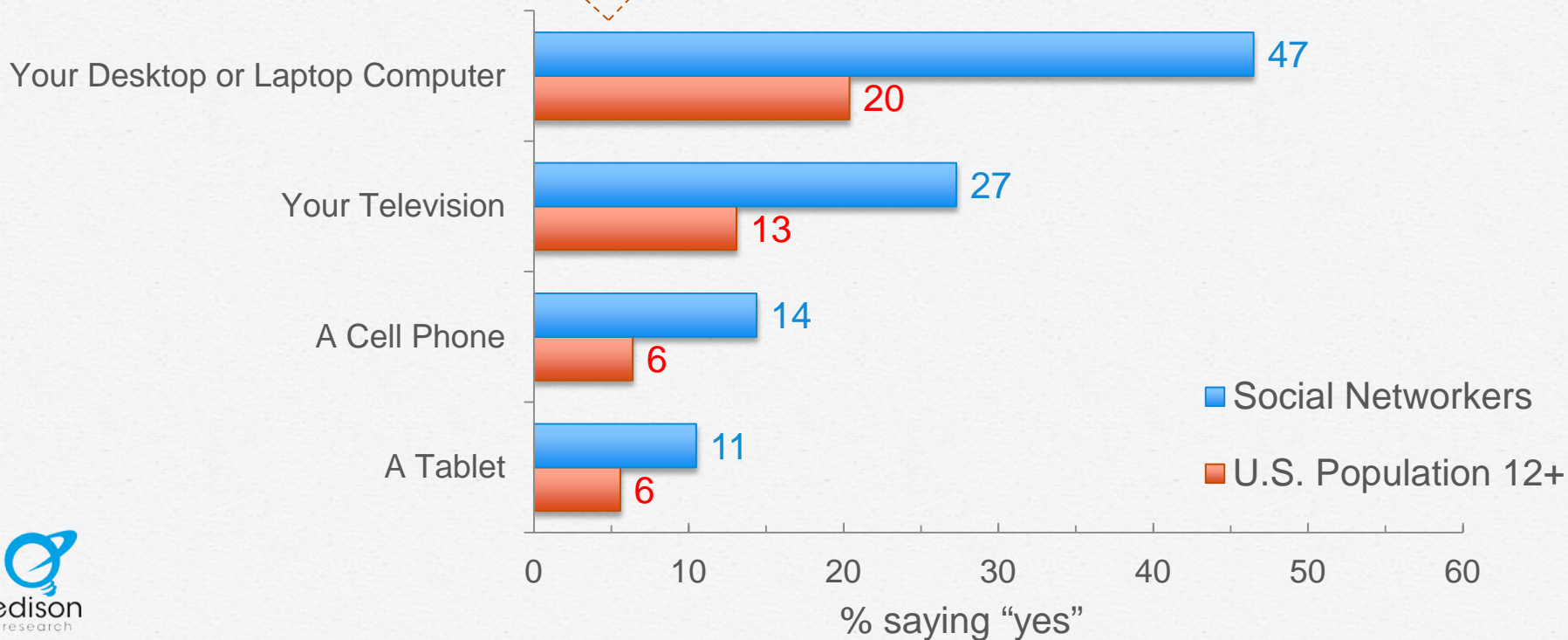
“Check-In” Frequency Wanes

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



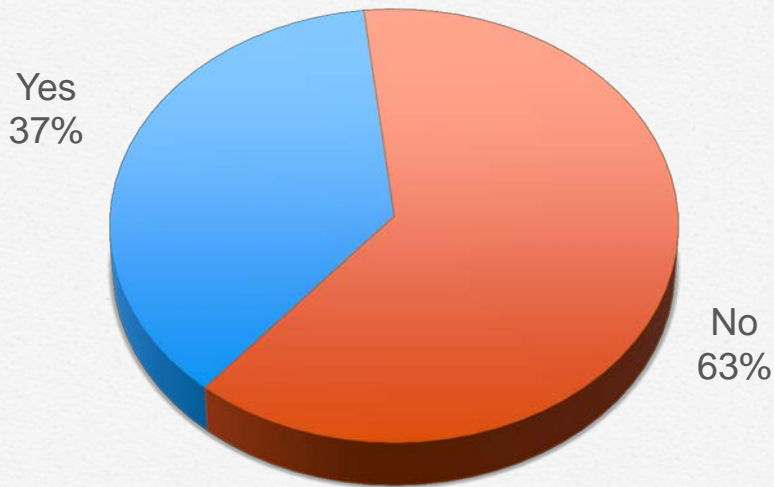
Social Networkers Are Watching TV in Non-Traditional Ways

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

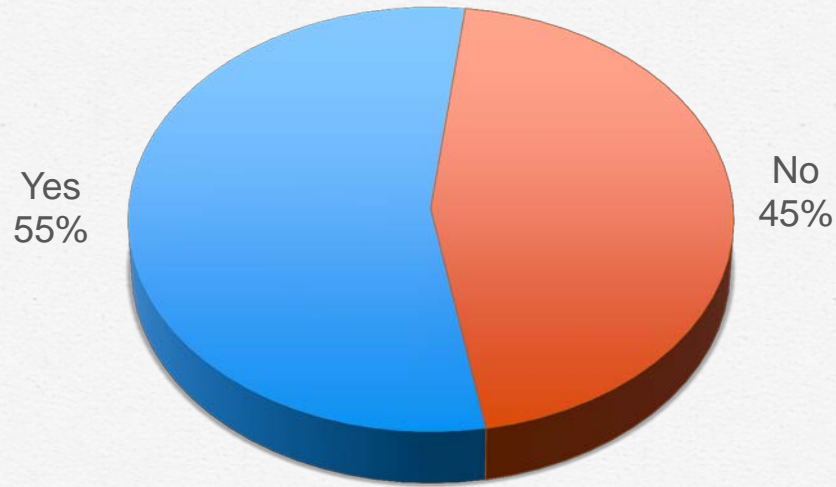


Social Networkers Are Heavy YouTube Users

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



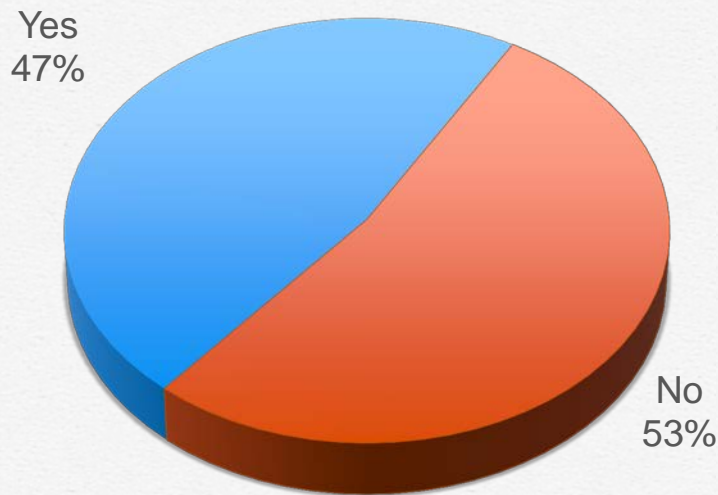
U.S. Population 12+



Social Networkers

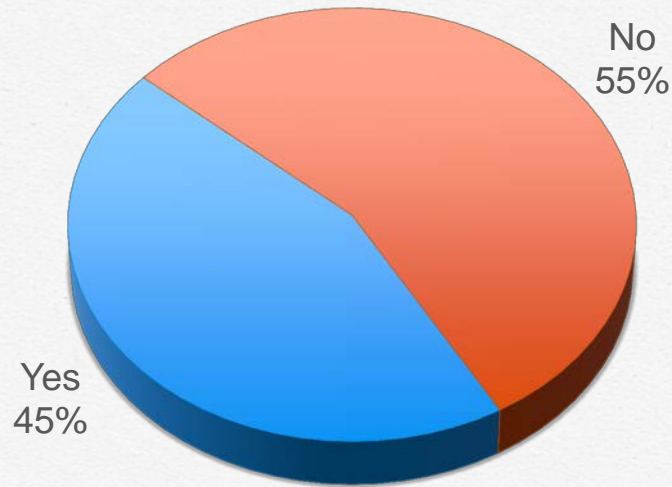
Nearly Half of Social Networkers Share YouTube Videos

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

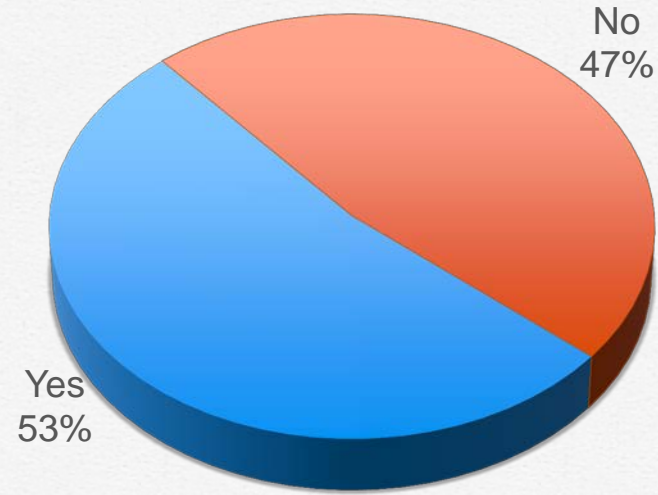


Over Half of Social Networkers Own a DVR

% Owning DVR



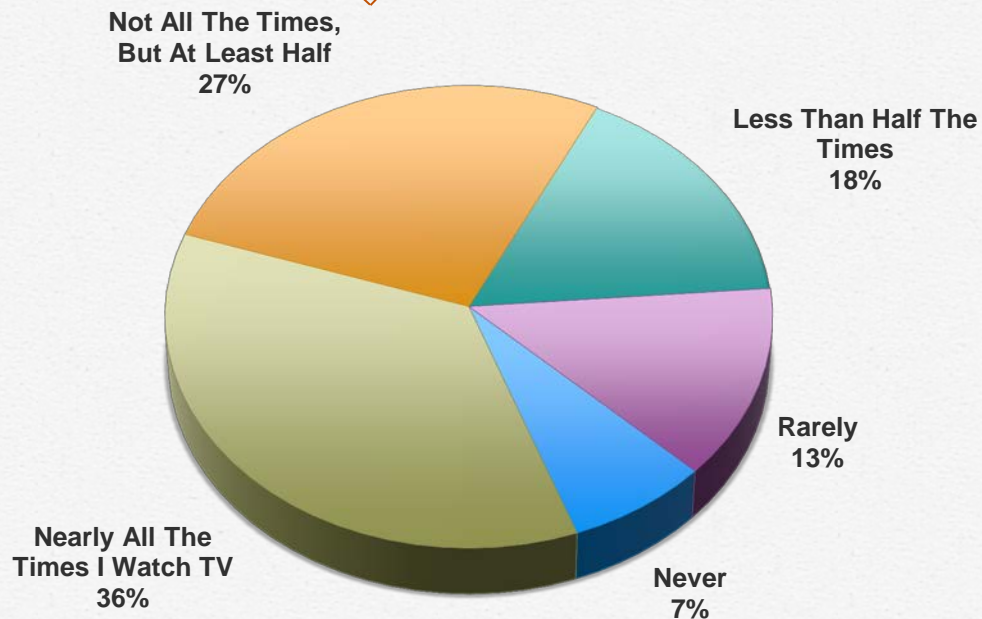
U.S. Population 12+



Social Networkers

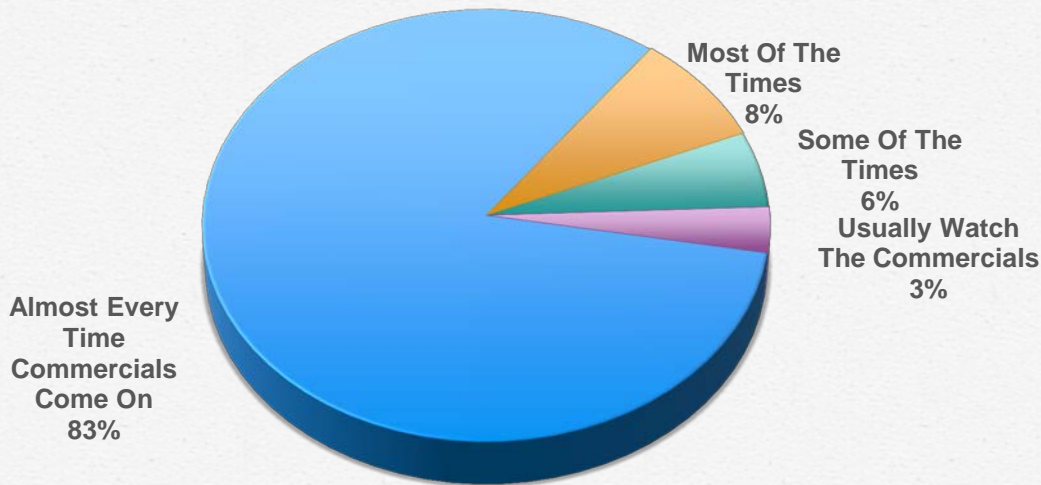
Social Networkers With DVRs Frequently Time-Shift Programming

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



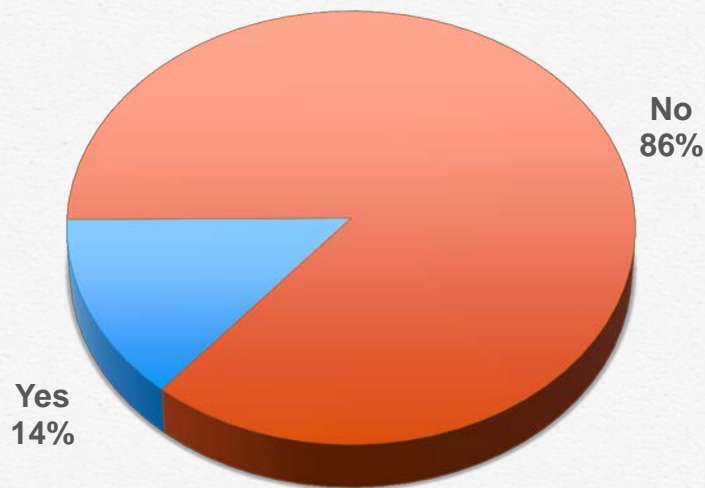
More Than 9 in 10 Social Networkers Who Often Watch Time-Shifted TV Frequently Skip Ads

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

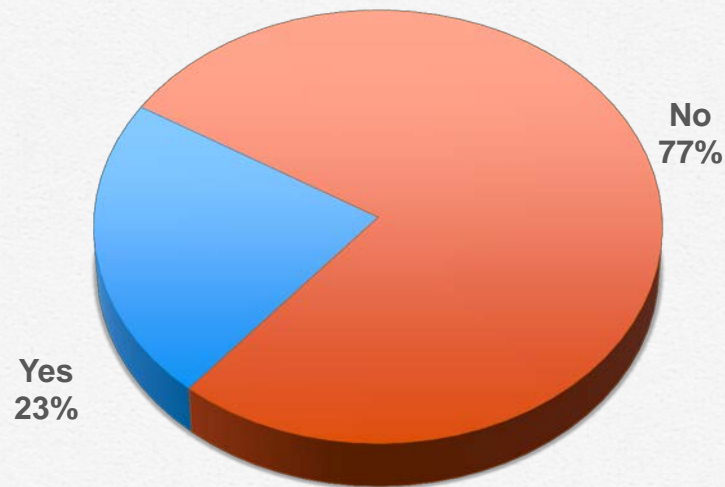


Nearly One-Quarter of Social Networkers Use “Daily Deals” Sites and Services

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



U.S. Population 12+



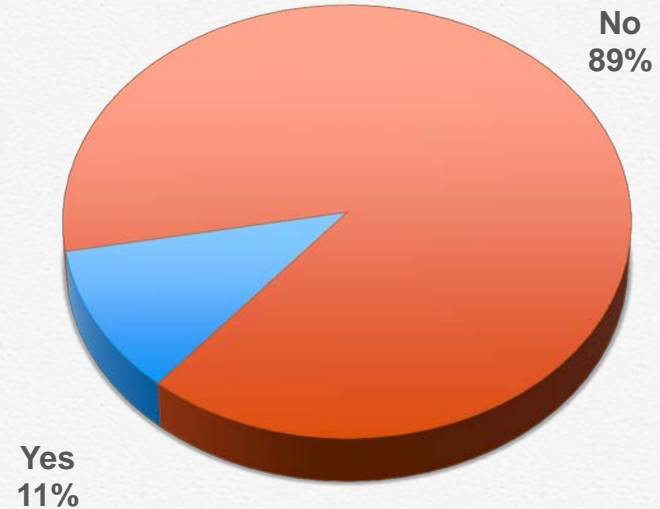
Social Networkers

One in Ten Social Networking Users Have Access To Amazon Prime

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



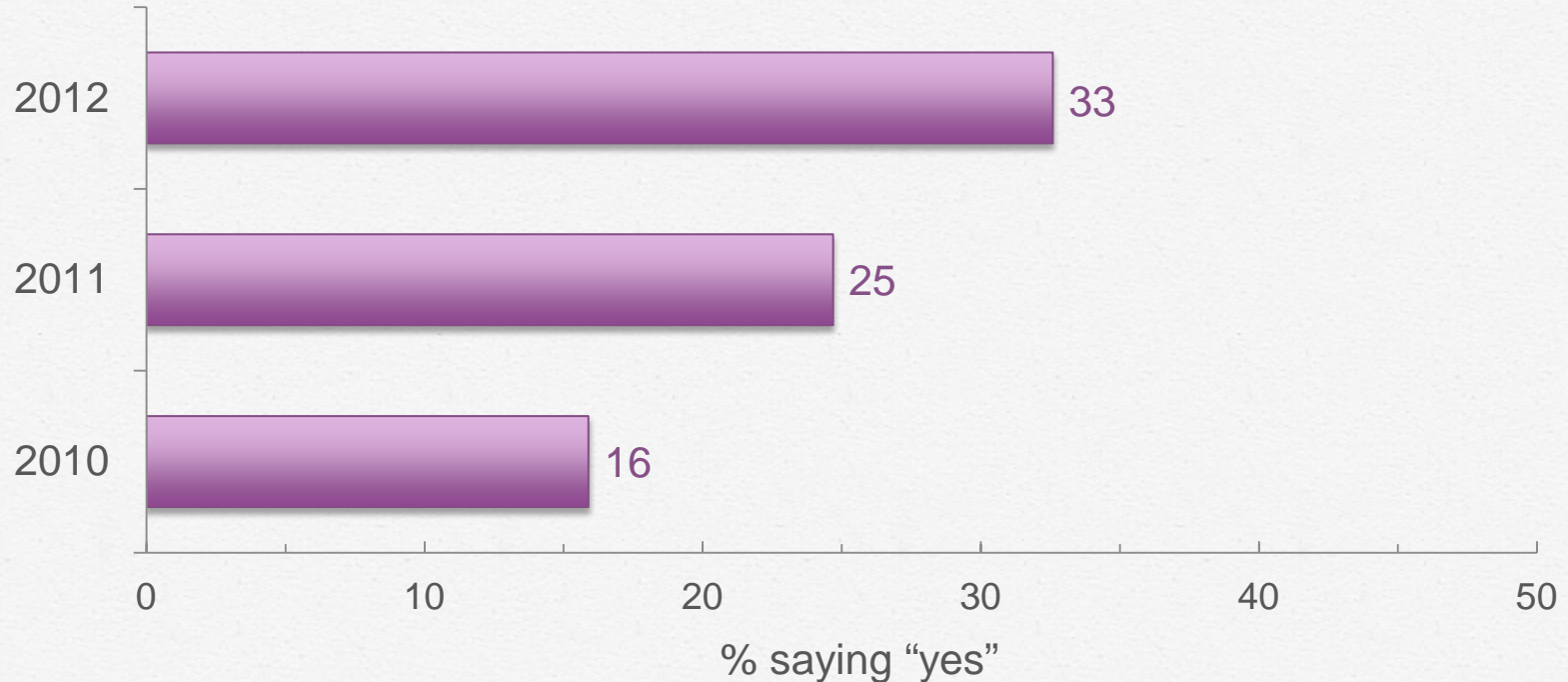
U.S. Population 12+



Social Networkers

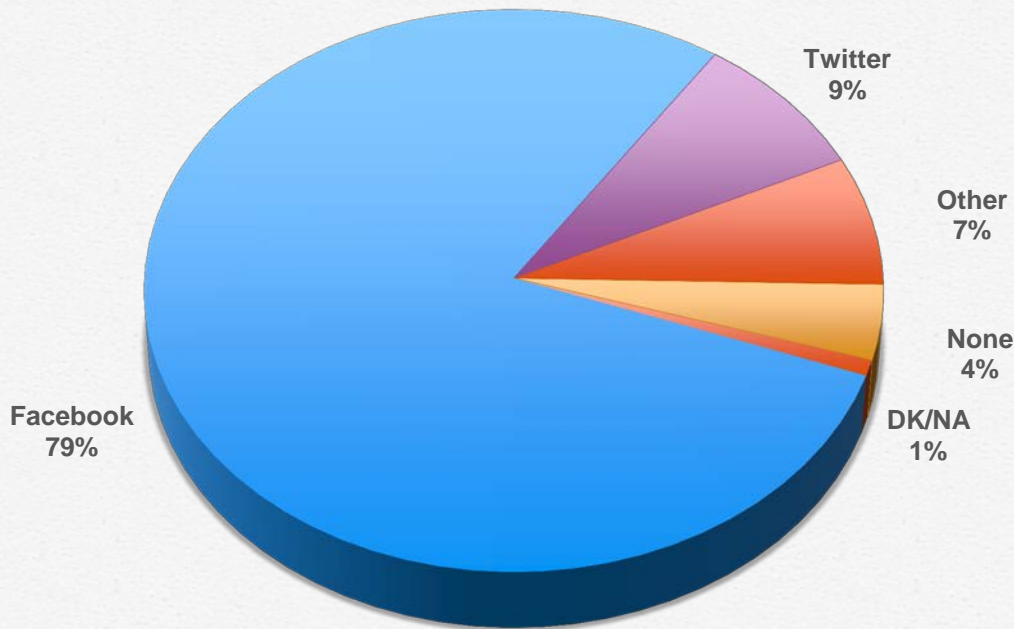
Brand-Following Behavior Doubles Over the Past Two Years

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



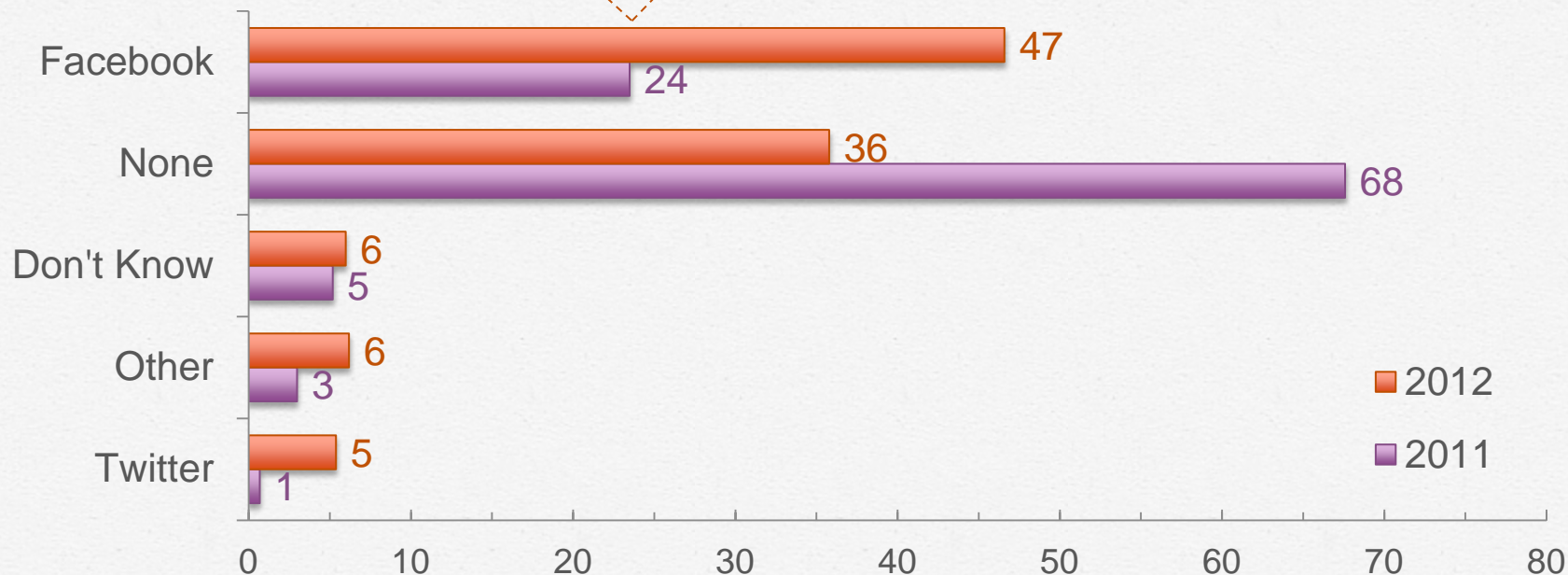
Facebook Is The Dominant Platform For Brand-Following Behavior

“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?”



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

