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

- 2008: 24%
- 2009: 34%
- 2010: 48%
- 2011: 52%
- 2012: 56%
Social Networkers Lean Slightly More Female Than Population

Gender Composition

U.S. Population 12+
- Male: 49%
- Female: 51%

Social Networkers
- Male: 46%
- Female: 54%
Over Half of Social Networking Users Are 12-34

Age Composition

U.S. Population 12+

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

<table>
<thead>
<tr>
<th>Social Networking Site</th>
<th>% saying “yes”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>93</td>
</tr>
<tr>
<td>Twitter</td>
<td>90</td>
</tr>
<tr>
<td>MySpace</td>
<td>85</td>
</tr>
<tr>
<td>Google+</td>
<td>45</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>39</td>
</tr>
</tbody>
</table>
Facebook Is the Dominant Social Network

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

- Any Social Network: 56%
- Facebook: 54%
- LinkedIn: 13%
- Twitter: 10%
- Google+: 8%

% saying “yes”
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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17</td>
<td>76</td>
<td>81</td>
</tr>
<tr>
<td>18-24</td>
<td>80</td>
<td>80</td>
</tr>
<tr>
<td>25-34</td>
<td>68</td>
<td>68</td>
</tr>
<tr>
<td>35-44</td>
<td>63</td>
<td>65</td>
</tr>
<tr>
<td>45-54</td>
<td>45</td>
<td>55</td>
</tr>
<tr>
<td>55-64</td>
<td>31</td>
<td>34</td>
</tr>
<tr>
<td>65+</td>
<td>15</td>
<td>23</td>
</tr>
</tbody>
</table>
Age Demographics of Popular Social Networking Sites

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

- **Facebook**
- **Twitter**
- **LinkedIn**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17</td>
<td>80</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>18-24</td>
<td>81</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>25-34</td>
<td>66</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>35-44</td>
<td>62</td>
<td>8</td>
<td>23</td>
</tr>
<tr>
<td>45-54</td>
<td>50</td>
<td>6</td>
<td>17</td>
</tr>
<tr>
<td>55-64</td>
<td>32</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>65+</td>
<td>23</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>
“What is the highest level of formal education you have completed?”

Education Levels of Social Networkers Similar to That of General Population

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Social Networking Users</th>
<th>U.S. Population 12+</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School or Less</td>
<td>34%</td>
<td>26%</td>
</tr>
<tr>
<td>1-3 Years College</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>4 Year College</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>Some Graduate Credits</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Advanced Degree</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>

Social Networking Users

1-3 Years College: 34%
4 Year College: 20%
Some Graduate Credits: 5%
Advanced Degree: 15%

U.S. Population 12+

High School or Less: 26%
1-3 Years College: 33%
4 Year College: 19%
Some Graduate Credits: 5%
Advanced Degree: 13%
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

- LinkedIn: 71%
- Twitter: 50%
- Facebook: 41%
- Total 12+: 37%

edison research
Nearly Two-Thirds Of Social Networkers Use Social Sites Daily

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

- Nearly Every Day: 15%
- Several Times per Day: 22%
- At Least Once a Week: 12%
- At Least Once per Month: 5%
- Less Often Than Once per Month: 5%
- Never Use: 41%
Approximately 58 Million Americans Have “The Social Habit”

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

Approx. 12 Million
Approx. 18 Million
Approx. 39 Million
Approx. 46 Million
Approx. 58 Million

An Estimated 143 Million Americans Have a Facebook Profile

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

<table>
<thead>
<tr>
<th>Year</th>
<th>% saying “yes”</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>8</td>
</tr>
<tr>
<td>2009</td>
<td>18</td>
</tr>
<tr>
<td>2010</td>
<td>41</td>
</tr>
<tr>
<td>2011</td>
<td>51</td>
</tr>
<tr>
<td>2012</td>
<td>54</td>
</tr>
</tbody>
</table>
Nearly One-Third of Facebook Users Have Been Members For at Least Three Years

“How long have you been on Facebook?”

- Less than 6 months: 6%
- 6 months to less than 1 year: 13%
- 1 year to less than 2 years: 24%
- 2 years to less than 3 years: 26%
- 3 years to less than 5 years: 21%
- 5 years or more: 10%
- 5 years or more: 10%

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?”

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>25</td>
</tr>
<tr>
<td>Once</td>
<td>27</td>
</tr>
<tr>
<td>Twice</td>
<td>14</td>
</tr>
<tr>
<td>3 to 4 times</td>
<td>12</td>
</tr>
<tr>
<td>5 to 10 times</td>
<td>15</td>
</tr>
<tr>
<td>11+ times</td>
<td>8</td>
</tr>
</tbody>
</table>

MEAN: 4.0 Times

Base: Have a personal profile page on Facebook
Young Facebook Users Have Lots of Friends

Average Number of Facebook Friends by Age Group

Base: Have a personal profile page on Facebook
More Than Half of Facebook Users Access the Site Via Phone

% Who Access Facebook On a...

- Desktop/Laptop computer: 92%
- Cell Phone: 54%
- Tablet: 19%

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?”

- Desktop/Laptop Computer: 63%
- Cell Phone: 33%
- Tablet: 4%

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?

- Very Concerned: 21% (2011), 27% (2012)
- Somewhat Concerned: 23% (2011), 29% (2012)
- Slightly Concerned: 22% (2011), 20% (2012)
- Not at All Concerned: 33% (2011), 24% (2012)

Base: Have a personal profile page on Facebook
An Estimated 26 Million Americans Use Twitter

“Do you currently ever use Twitter?”

<table>
<thead>
<tr>
<th>Year</th>
<th>% saying “yes”</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>10</td>
</tr>
<tr>
<td>2011</td>
<td>8</td>
</tr>
<tr>
<td>2010</td>
<td>7</td>
</tr>
</tbody>
</table>
“How long have you been a Twitter user?”

- Less than 6 months: 23%
- 6 months to less than 1 year: 30%
- 1 year to less than 2 years: 25%
- 2 years to less than 3 years: 10%
- 3 years to less than 5 years: 9%
- 5 years or more: 3%
- 3 years to less than 5 years: 9%

Base: Currently ever use Twitter
Four in Ten Twitter Users Access the Service Nearly Every Day or More

“How often do you use Twitter?”

- Several times per day: 29%
- Nearly every day: 12%
- At least once per week: 23%
- At least once per month: 16%
- Less often than once per month: 20%

Base: Currently Ever Use Twitter
The “Twitter Habit” Grows Sharply

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

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>18</td>
</tr>
<tr>
<td>2011</td>
<td>18</td>
</tr>
<tr>
<td>2012</td>
<td>29</td>
</tr>
</tbody>
</table>
Twitter Users Becoming More Engaged

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

<table>
<thead>
<tr>
<th>Year</th>
<th>% saying “yes”</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>47</td>
</tr>
<tr>
<td>2011</td>
<td>69</td>
</tr>
<tr>
<td>2012</td>
<td>76</td>
</tr>
</tbody>
</table>

Base Use Twitter at least once per month
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?”

- Almost Every Day: 43%
- Regularly, but not Daily: 16%
- Sometimes: 13%
- Rarely: 8%
- Never: 9%
- Have Not Heard of Twitter: 11%

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+

- Democrat: 30%
- Republican: 23%
- Independent: 23%
- Other: 13%
- Refused/NA: 11%

Monthly Twitter Users

- Democrat: 40%
- Republican: 22%
- Independent: 23%
- Other: 9%
- Refused/NA: 6%
One-Third of Social Networking Users Are “Silent”

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

- Yes: 66%
- No: 34%

Base: Users of Social Networking Sites/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?”

- Nearly Every Day: 18%
- At Least Once per Week: 35%
- At Least Once per Month: 17%
- Less Often than Once per Month: 10%
- Never Update Status This Way: 4%
- Several Times Per Day: 16%

Base: Post 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?”

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

- Never Update Status This Way: 74%
- Several Times Per Day: 4%
- Nearly Every Day: 5%
- At Least Once per Week: 6%
- At Least Once per Month: 5%
- Less Often than Once per Month: 6%

Base: Post Status on Social Networks
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?”

- Nearly Every Day: 11%
- Several Times Per Day: 15%
- At Least Once per Week: 22%
- At Least Once per Month: 12%
- Less Often than Once per Month: 9%
- Never Update Status This Way: 31%

Base: Post Status on Social Networks
The Majority of Social Networkers Own a Smartphone

% of Social Networkers Who Own a Smartphone

- Smartphone Owner: 61%
- Does Not Own Smartphone: 39%
More Social Networkers Own Mobile Devices Than Average

“Do you currently own…”

- Apple iPod: 44% (Social Networkers), 31% (U.S. Population 12+)
- Android Cell Phone: 32% (Social Networkers), 22% (U.S. Population 12+)
- Apple iPhone: 24% (Social Networkers), 17% (U.S. Population 12+)
- Portable Hand-Held Book Readers: 18% (Social Networkers), 14% (U.S. Population 12+)
- Apple iPad: 16% (Social Networkers), 12% (U.S. Population 12+)
- Android-based Tablet: 10% (Social Networkers), 7% (U.S. Population 12+)
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?”

- Never: 40%
- Several Times per Day: 31%
- About Once per Day: 11%
- A Few Times a Month or Less: 8%
- At Least Once a Week: 10%

Base: Social Networking Users Who Own Mobile Phones
“In general, when not in person, which ONE of the following ways do you communicate with your friends and family MOST often?”

- Talk On Phone: 64
- Text Message: 45
- Email: 6
- Facebook: 16
- Other: 2

Mobile Status Updaters Prefer Communicating by Typing Over Talking.
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?”

- Yes: 26%
- No: 74%
“Check-In” Behavior Stalls

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

- 2010: 1
- 2011: 4
- 2012: 3

Base Total Population 12+
“Check-In” Frequency Wanes

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

Almost Never
- 2012: 57
- 2011: 39

Sometimes
- 2012: 24
- 2011: 42

Almost Every Time I Go Out
- 2012: 18
- 2011: 18

Base: Ever used online service to post status update with location
“In the last month, have you watched TV by streaming or downloading shows to be viewed on...”

Social Networkers Are Watching TV in Non-Traditional Ways

- **Your Desktop or Laptop Computer**: 47%
- **Your Television**: 27%
- **A Cell Phone**: 14%
- **A Tablet**: 11%

<table>
<thead>
<tr>
<th>Device</th>
<th>Social Networkers</th>
<th>U.S. Population 12+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Desktop or Laptop Computer</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Your Television</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>A Cell Phone</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>A Tablet</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>
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+
- Yes: 37%
- No: 63%

Social Networkers
- Yes: 55%
- No: 45%
Nearly Half of Social Networkers Share YouTube Videos

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

Yes
47%

No
53%

Base: Social Networkers Who Have Watched Video Clips or Other Internet Video Programming from YouTube in the Last Month
Over Half of Social Networkers Own a DVR

% Owning DVR

U.S. Population 12+

Yes 45%
No 55%

Social Networkers

Yes 53%
No 47%
“Thinking about all of the times you watch TV, how often do you watch time-shifted programming recorded from your DVR?”

- Nearly All The Times I Watch TV: 36%
- Not All The Times, But At Least Half: 27%
- Less Than Half The Times: 18%
- Rarely: 13%
- Never: 7%

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

- Almost Every Time Commercials Come On 83%
- Most Of The Times 8%
- Some Of The Times 6%
- Usually Watch The Commercials 3%

Base: Social Networkers Who Watch Time-Shifted Programming At Least Half The Times They Watch TV
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+

- Yes: 14%
- No: 86%

Social Networkers

- Yes: 23%
- No: 77%
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+

- Yes: 7%
- No: 93%

Social Networkers

- Yes: 11%
- No: 89%
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?”

<table>
<thead>
<tr>
<th>Year</th>
<th>% saying “yes”</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>16</td>
</tr>
<tr>
<td>2011</td>
<td>25</td>
</tr>
<tr>
<td>2012</td>
<td>33</td>
</tr>
</tbody>
</table>

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?”

Facebook 79%
Twitter 9%
Other 7%
None 4%
DK/NA 1%

Base: Follow Brands/Companies on Any Social Network
Consumers Are More Conscious of Facebook's Impact on Buying Decisions

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

<table>
<thead>
<tr>
<th>Site</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>47</td>
<td>24</td>
</tr>
<tr>
<td>None</td>
<td>36</td>
<td>68</td>
</tr>
<tr>
<td>Don't Know</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Twitter</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

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?”

<table>
<thead>
<tr>
<th>Brand</th>
<th>Number of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nike</td>
<td>9</td>
</tr>
<tr>
<td>Walmart</td>
<td>6</td>
</tr>
<tr>
<td>Apple</td>
<td>5</td>
</tr>
<tr>
<td>Starbucks</td>
<td>5</td>
</tr>
<tr>
<td>Levi’s</td>
<td>4</td>
</tr>
<tr>
<td>Coke</td>
<td>3</td>
</tr>
<tr>
<td>NFL</td>
<td>3</td>
</tr>
<tr>
<td>Pampers</td>
<td>3</td>
</tr>
</tbody>
</table>

* Total number of responses=332
### Sales/Discounts Most Commonly-Cited Reason For Following Brands or Products

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

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

* Total number of responses=332