

Media Survey Results

December 2008



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EXECUTIVE SUMMARY

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Women of all ages are extremely active in social networks. In many cases, younger women (under 30 years) are more active or have more contacts on social networks than their older counterparts. However, a sizeable number of 40-somethings are taking full advantage of what social networking has to offer. And, in many circumstances, 40-something women are even more engaged with social networking than their younger peers.

A NEED TO “CONNECT”

Women spend most of their time shopping online, but “connecting with others” is the 3rd most popular online activity.

- Younger women are much more likely to say “connect with others” (73%) as a top online activity than middle-aged women (31% for 40+).
- Younger women are also more likely to look at consumer-generated content (28%) than middle-aged women (10%).



SOCIAL NETWORKING WEBSITES

Fifty-eight percent of women have profiles on social networking websites.

- Younger women are more likely to have **profiles**, as 86% of those 30 years or younger have profiles. However, middle-aged (40-something) women should not be discounted since **nearly one-half (45%) of 40-somethings have profiles**.
- Facebook (65%) and MySpace (63%) are the **most popular** social networking websites, and even more so for 30-somethings (78% and 79% respectively). However, 40-somethings are relatively much more active on **Classmates** (42% vs. 19% for <30years). **LinkedIn** is relatively more popular among high earners (41% for HHI \$120K+ vs. 17% overall).



SOCIAL NETWORKING WEBSITES (cont'd)

Women have an average of 101 contacts on social networking websites.

- The **highest proportion have between 20 and 49 contacts**, but some have hundreds of contacts, driving the average up.
- **Younger women have more contacts than middle-aged women** (25% of those <30 and 4% of 40-somethings have 200+ contacts). **Northeasterners have more contacts than Westerners** (15% Northeasterners have 200 or more vs. 9% of Westerners).



SOCIAL NETWORKING WEBSITES (cont'd)

*Women join social networks to connect (61%)
and to reconnect (66%).*

- A relatively higher proportion of **younger women join social networks to connect, to reconnect and to share photos**, but a higher proportion of **40-somethings (and those with kids age 13-17) join to keep on top of their kids' online activities** (10% overall but 41% for women with kids 13-17).

SOCIAL NETWORKING WEBSITES (cont'd)

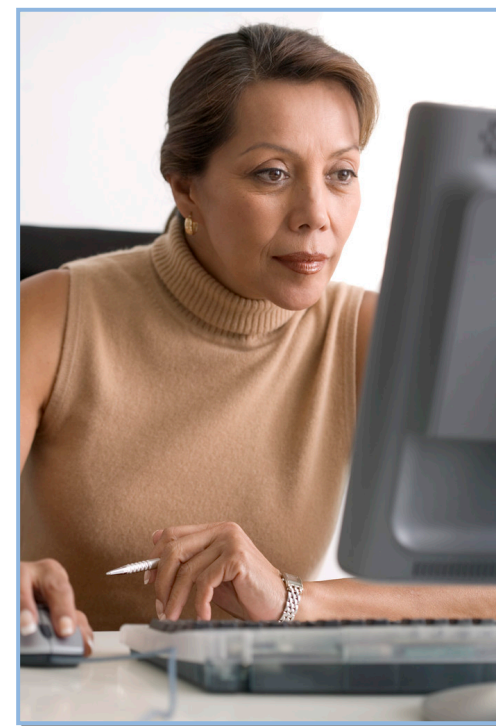
One-half (53%) log in every day.

- Two-thirds (67%) of those under 30 log in every day, and 41% of 40-somethings.
- 58% of Southerners log in every day, compared with 47% of Westerners.

SOCIAL NETWORKING WEBSITES (cont'd)

Women connect with friends they don't see very often (68%) as well as those they do (53%).

- **Young women** are even more likely to say they connect with both types of friends.
- **Middle aged women (40-something)** and those with kids are more likely to connect with family members (57% and 58% vs. 51% overall).
- **40-somethings** are also more likely to connect with people whom they met on the social networking sites (20%) than they do overall (15%).
- **High income women** (HHI \$120K+) are more likely to connect with organization contacts and current and former colleagues.



SOCIAL NETWORKING WEBSITES (cont'd)

Women primarily communicate socially with others on social networking sites (81%).

- Younger women are **more active communicators** than other segments.
- Midwesterners are **more likely to join a group on the social networking site than** Westerners (57% vs. 45%) and to download applications (45% vs. 36%).
- Marrieds are **more likely to invite others to join** than singles (48% vs. 37%).

SOCIAL NETWORKING WEBSITES (cont'd)

Four in ten women have met up in real life with people they (re)connected with on social networks.

- This is even more true for younger women (52%) and for Westerners (50%).
- Still simple benefits such as keeping in better touch with others are most common (84%).



SOCIAL NETWORKING WEBSITES (cont'd)

62% of women have talked about products within a social network.

- This is even higher for women with 13-17 year olds (71%), Westerners (72%) and younger women (66%).
- Beauty products are the top category discussed on social networks (69%), and food & restaurants and movies & entertainment are also popular, especially for younger women.

SOCIAL NETWORKING WEBSITES (cont'd)

Few women find advertising on social networks engaging.

- 26% actively ignore ads and 20% are annoyed by them. A few may notice an interesting ad every once in a while, but very few frequently click through (2%).



SOCIAL NETWORKING WEBSITES (cont'd)

Most women have posted comments on discussion boards (73%).

- Many have also posted product reviews (58%), especially 40-somethings (62%), those with kids 7+ (61%) and Westerners and Midwesterners (61%).
- Young women are relatively more likely to respond to someone else's blog post (63% vs. 50% overall), posted photos online (78% vs. 50% overall) and written their own blog entry (46% vs. 27% overall).
- Women with young children (newborn-6yrs) are more likely to post photos online (63% vs. 50% overall).
- Westerners are more likely to write their own blog entries (33% vs. 27% overall).

SOCIAL NETWORKING WEBSITES (cont'd)

The majority (60%) have sent text messages on their mobile phones.

- This is especially true for younger women (78%), women with teenagers (71% for those with 13-17 year olds) and high-earners (71% for HHI \$120K+).
- High-earners (\$120K+) are the most likely to send emails from mobile devices they have purchased themselves or acquired through their work.

SOCIAL NETWORKING WEBSITES (cont'd)

The vast majority (87%) have told others about a sale or promotion they've seen in the past 3 months.

- Sharing information by sharing coupons is also popular (76% for offline coupons, 66% for online printable coupons and 65% for online coupons codes).
- Younger women are slightly more likely to share coupon codes and middle-aged women are slightly more likely to share online printable coupons.
- Married women and Southern women are more likely to share offline coupons (78% and 79% respectively) than their counterparts.

PROFILES

THE SOCIAL TWITTERBUGS (UNDER 30)

- While youth get the most attention for their copious online activities, their activities are primarily social – and that may limit their appeal to marketers. Shopping online is less of a priority to them (51% vs. 59% overall) and they research products less online (37% vs. 42% overall). They are relatively more likely to post photos online (78%) than product reviews (53%), while older women are more likely to post product reviews. They are less responsive than average to emails from companies. And, they have less disposable income.

THE SOCIAL TWITTERBUGS (UNDER 30)

Question	Answer	Overall	Demo
What three activities do you spend most online time?	Shop/Purchase products online	59%	↓ 51% (vs. 61% for 40-something)
	Research products online for purchase offline	42%	↓ 37%
	Connect with others (i.e., through social communities/ networking site)	46%	↑ 73%
Do you have a profile?	yes	58%	↑ 86%
Number of contacts on top site	200+	13%	↑ 25%
Reviewed products in social networking pages?	Yes	62%	↑ 66% for <30
Which have you done in past 6 months?	Posted a product review on a shopping website (i.e., Amazon.com)	58%	↓ 53%
	Posted photos to blog or social network	50%	↑ 78%
	Written an entry in my own blog	27%	↑ 46%
Have you ever bought a product because of...	An email you received from a friend/family member	72%	= 75%
	A post on a shopping website	55%	= 58%
	An email you received from a company	51%	↓ 45%
	A post on a discussion board	42%	↑ 51%
	A blog post you read	27%	↑ 44%
	Information you obtained on a social networking website	27%	↑ 39%
Shared coupons?	Offline	76%	= 75%
	Online coupons you print	66%	= 63%
	Online coupon codes	65%	↑ 72%

THE 40-SOMETHINGS

- While oft-touted as over-the-hill by marketers regarding social networking, 40-somethings have a strong presence on social websites. Nearly one-half (45%) have profiles on social networks, and of those, 70% log on to social networking sites at least a few times per week. They are also more likely to be connected to people they've met on the social network (20%) than are women under 30 (14%).
- Aside from social networking, their online behavior is compelling for marketers. Shopping online is their #1 activity (61% rank it in their top 3 online activities compared with 51% for those under 30) and they research products online more (42% vs. 37%). They are also more likely than their younger peers to purchase products because of emails they receive from companies (52% for 30+ vs. 45% for <30) and are more likely to post product reviews on shopping websites (62% vs. 53% for <30yrs).
- While they lag behind their younger peers in terms of blog usage for discussing products, 40-somethings demonstrate an active usage of peer-to-peer tools for sharing product and shopping info. And, given their higher level of disposable income, 40-somethings are a key target for marketers online.

THE 40-SOMETHINGS

Question	Answer	Overall	Demo
Q1 – What three activities do you spend most online time?	Shop/Purchase products online	59%	61% (vs 51% for <30yr)
Do you have a profile?	Yes	58%	↓ 45%
Which social networking sites?	Classmates	35%	↑ 42%
3 types of people most prevalent on contact list?	People whom I met through the social networking website	15%	↑ 20% for 40-something
Q16 – Which have you done in past 6 months?	Posted a product review on a shopping website (i.e., Amazon.com)	58%	↑ 62% vs. 53% for <30yr
Have you ever bought a product because of...	An email you received from a friend/family member	72%	= 69%
	A post on a shopping website	55%	= 52%
	An email you received from a company	51%	52% for 30+ v. 45% for <30yr
	A post on a discussion board	42%	= 42%
	A blog post you read	27%	↓ 22%
	Information you obtained on a social networking website	27%	↓ 21%
Shared coupons?	Offline	76%	= 76%
	Online coupons you print	66%	= 67%
	online coupon codes	65%	= 63%

THE WESTERNER

- Western women use social networking as an extension of their day-to-day lives more than a unique social outlet. They are slightly more likely than average have a profile on a social networking site (63% compared with 58% overall). They are more likely to meet up with others in real life because of (re)connecting on a social network (50% vs. 40% overall).
- They are more likely to have reviewed a product on their social networking pages (72% vs. 62% overall) and less likely to do the “old school” method of viral marketing to friends by sharing offline (paper) coupons with others (70% vs. 76% overall). They are also more likely to have their own blogs (33% have written entries in their own blogs vs. 27% overall), showing initiative to connect with others online.

THE WESTERNER

Question	Answer	Overall	Demo
Q1 – What three activities do you spend most online time?	Connect with others (i.e., through social communities/networking site)	46%	52% for West
Q2 – Have a profile on a social networking site?	Yes	58%	63% west
Q3 – On which do you have profiles?	Facebook	65%	69% for Midwest 59% for West
Number of contacts on top site	200+	13%	15% for Northeast 9% for West
Why join?	Stay close to current friends	61%	68% in the West
Frequency of accessing	Every day	53%	58% in the South 47% in the West
Which have you done in past 6 months?	Joined a 'Group' (i.e., alumni/ work group, a hobby)	52%	57% for Midwesterners 45% for Westerners
Which have you done in past 6 months?	Downloaded a application/ widget (i.e, SuperPoke)	42%	45% for Midwesterners 36% for Westerners
Agreement stmt	Met up in real life because of (re)connecting on social network	40%	50% for Westerners 32% for Midwesterners
Reviewed products in your social networking pages?	Yes	62%	72% in the West 56% in the Midwest
Q16 – Which have you done in past 6 months?	Posted a product review on a shopping website (i.e., Amazon.com)	58%	61% for Southerners 61% for Westerners 53% for Midwesterners
Q16 – Which have you done in past 6 months?	Written an entry in my own blog	27%	23% for Northeasterners 33% for Westerners
Which have you shared with friends over the past 3 months?	Offline (paper) coupons that you get in the mail, in a magazine, etc.	76%	79% for South70% for West

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PARENTS OF TEENS

- Parents, and particularly parents of teens, use the web differently than their female peers. While women with and without kids are equally likely to shop online, women with kids are much more likely to research products online (44% vs 37% for no kids) and post reviews about products on shopping websites (61% for moms with kids 7+ vs. 55% for no kids). They also are more likely to talk about products in their social networking pages, particularly parents of teens (71% for moms of 13-17yr olds vs. 59% for no kids) and to buy products b/c of emails from companies (53% vs, 45% no kids.) This indicates that moms use community aspects of the web more than those without kids for shopping, even though the two age demos shop online with equal frequency.
- Moms are also more likely to have family members as contacts (58% vs 32% no kids), and to have joined a social network to monitor what their kids are doing online – particularly moms of 13-17yr olds 41% vs. 20% for moms of 18+. Moms of older kids were more likely to join because their kids invited them 22% for 18+ vs. 16% for moms 13-17 yrs.
- Moms of teens 13-17 are even more likely to text than those with no kids!! (71% vs 67%).

PARENTS OF TEENS

Question	Answer	Overall	Demo
Online activities?	Shop online	59%	60% no kids 58% have kids
	Research products online	42%	37% no kids ↑ 44% have kids
Why did you join?	My child joined and I wanted to know what s/he was doing online	10%	17% have kids 7-12 ↑ 41% have kids 13-17 20% have kids 18+
	My child invited me to join	6%	= 5% kids 7-12 16% kids 13-17 ↑ 22% kids 18+
Which types of contacts were most prevalent?	Family members	51%	32% no kids ↑ 58% have kids
Ever reviewed or talked about products in social networking profile pages?	Yes	62%	59% no kids 66% kids 7-12 ↑ 71% kids 13-17 65% kids 18+
Which have you done in the past 6 mo?	Posted a product review on a shopping website (i.e., Amazon.com,)	58%	↑ 55% for no children 61% for kids 7+
Have you ever bought a product b/c of:	Email from a company	51%	45% no kids ↑ 53% have kids
Which of the following do you do regularly (at least once per week)?	Send text messages on your mobile phone	60%	67% for no kids 62% kids under 6 65% kids 7-12 ↑ 71% kids 13-17 49% kids 18+

THE HIGH-INCOME PROFESSIONAL

- High-income women are on social networks as much as other women (56% for HHI \$120K+ vs. 58% overall), but are active in different ways. They are just as likely to have profiles on Facebook (but less likely on MySpace) and more likely to be part of LinkedIn (41% vs. 17% overall) and are more likely to join any social network for professional reasons (29% vs. 15% overall). In some ways they are more active, as 59% have invited others to join (vs. 46%) and 58% have joined groups (vs 52%).
- They are also more active in terms of viral communications about products, as 65% have posted reviews on shopping sites (vs. 58%), bought items b/c of posts on shopping sites (65% vs. 55% overall) and discussion boards (50% vs. 42% overall). They also are more active with online shopping in general (68% vs. 59% overall).
- Lastly, they are more active on mobile devices, with 71% sending text messages (vs. 60%) and using enhanced mobile devices for personal and professional reasons.

THE HIGH-INCOME PROFESSIONAL

Question	Answer	Overall	Demo
Online activities?	Shop online	59%	68% \$120K+
On social network?	Yes	58%	= 56% \$120K+
On which sites do you have profiles?	LinkedIn	17%	41% earn \$120K+ 20% earn \$90-\$119K
Why did you join?	Work/professional reasons	15%	29% for \$120K+
Which types of people are most prevalent on your contact list?	Organization contacts (i.e., alumni network)	15%	25% earn \$120K
	Current colleagues	13%	21% earn \$120K+
	Former colleagues	12%	19% earn \$120K+
Which have you done in past 6 months?	Communicated professionally with others	21%	36% for \$120k+
	Joined a group	52%	58% for \$120K+
	Invite others to join	46%	59% for \$120K+
Do regularly?	Send text messages on phone	60%	71% earn \$120K+
	Send email on personal enhanced mobile device	14%	23% earn \$120K+
	Send email on company-provided mobile device	5%	13% earn \$120K+
Done in past 6 months?	Posted review on shopping site	58%	65% earn \$120K+
Bought a product based on the following?	Post on a shopping site	55%	65% for \$120K+
	Post on a discussion board	42%	50% for \$120K+

RESULTS

Q1: ONLINE ACTIVITIES

Q1

What three activities do you spend the most time doing online (excluding email)? [Please choose your top 3.]

- Women spend most of their time shopping online, but “connecting with others” is the 3rd most popular online activity.
- Younger women are much more likely to say “connect with others” (73%) than middle-aged women (31% for 40+).
- Younger women are also more likely to look at consumer-generated content (28%) than middle-aged women (10%).

Q1: ONLINE ACTIVITIES



What three activities do you spend the most time doing online (excluding email)? [Please choose your top 3.]

Shop/Purchase products online	59%	↓ 51% for <30
Read latest news/current events	55%	↓ 48% for <30
Connect with others (i.e., through social communities/networking site)	46%	↑ 73% for <30 35% for 40-somethings
		31% for 40+ ↑ 52% for West
Research products online for purchase offline	42%	
Manage personal business (i.e., pay bills)	42%	
Read feature articles and interviews	22%	
Play games	22%	↑ 34% for 55+
		↑ 35% for separated/divorced
Look at consumer-generated content (i.e., blogs, YouTube videos)	16%	↑ 28% for <30
		↓ 10% for 40-somethings
Other, please specify	10%	

Q2: PROFILES ON SOCIAL NETWORKING SITES

Q2

Do you have a profile on any social networking website (e.g., MySpace, LinkedIn, Facebook, Classmates)?

- Fifty-eight percent of women have profiles on social networking websites. Younger women are more likely to have profiles, as 86% of those 30 years or younger have profiles. However, middle-aged (40-something) women should not be discounted since nearly one-half (45%) of 40-somethings have profiles.
- Singles and those with no children or young children are also more likely to have profiles, but this is more likely driven by their young age than their marital or parenting status.

Q2: PROFILES ON SOCIAL NETWORKING SITES



Do you have a profile on any social networking website (e.g., MySpace, LinkedIn, Facebook, Classmates)?

Yes, have a profile	58%	<p>↑ 86% of <30years have a profile</p> <p>↓ 45% of 40-somethings have a profile</p> <p>↓ 39% of 40+ have a profile</p>
No, don't have a profile	42%	<p>↑ 63% in the West</p>

Q3: POPULAR SOCIAL NETWORKING SITES

Q3

On which websites do you have profiles?

- Facebook and MySpace are the most popular social networking sites by far.
- Facebook and MySpace are even more popular among younger women (78% and 79% respectively for those under 30) than middle-aged women (55% and 56% respectively).
- However, classmates.com is twice as popular among 40-somethings (42%) than younger women (19%).
- LinkedIn is slightly more popular among 30-somethings than other age groups. LinkedIn is also more popular among single women, women without children and high-income women; this is somewhat a factor of age, but may also suggest that single, professionally-successful women without children strongly favor this professionally-oriented network website despite the age factor.

Q3: POPULAR SOCIAL NETWORKING SITES

Q3

On which websites do you have profiles?

Facebook	65%	<p>↑ 78% for <30 ↓ 55% for 40-something</p>
		<p>↑ 69% for Midwest ↓ 59% for West</p>
MySpace	63%	<p>↑ 79% for <30 ↓ 56% for 40-something</p>
Classmates	35%	<p>↓ 19% for <30 ↑ 42% for 40-something</p>
LinkedIn	17%	<p>15% for <30 ↑ 19% for 30-something 15% for 40-something</p>
		<p>↑ 23% single 16% married</p>
		<p>↑ 27% no children 13% have children</p>
		<p>↑ 41% earn \$120K+ ↑ 20% earn \$90K-\$119K</p>

Reunion	11%
Café Mom	10%
LiveJournal	5%
Friendster	4%
Gather	3%
Other	10%

Q4: HIGHEST ACTIVITY ON SOCIAL NETWORKING SITES

Q4

*On which website that you have profiles are you most active?
(i.e., log in the most frequently, interact with others most frequently)*

- Women of all ages are most active on Facebook and MySpace. Older women are relatively more active on Classmates than younger women.

Q4: HIGHEST ACTIVITY ON SOCIAL NETWORKING SITES

Q4

*On which website that you have profiles are you most active?
(i.e., log in the most frequently, interact with others most frequently)*

Facebook	42%	↑ 47% for <30 ↓ 35% for 40-something
MySpace	35%	↑ 41% for <30 ↓ 34% for 40-something
Classmates	7%	↓ 0% for <30 ↑ 11% for 40-something ↑ 19% for 50+
LinkedIn	4%	
Café Mom	2%	
LiveJournal	1%	
Gather	0%	
Reunion	0%	
Friendster	0%	
Other	7%	

Q5: NUMBER OF CONTACTS ON SOCIAL NETWORKING SITES

Q5

Consider the social networking website (i.e., those listed in the questions above) where you are connected with the greatest number of contacts/friends. How many people are you connected with?

- Overall, most women have an average of 101 contacts on their most active social networking website. The highest proportion have 20 and 49 contacts on their most active social networking site.
- Younger women have more contacts than older women.

Q5: NUMBER OF CONTACTS ON SOCIAL NETWORKING SITES

Q5

Consider the social networking website (i.e., those listed in the questions above) where you are connected with the greatest number of contacts/friends. How many people are you connected with?

Fewer than 10	15%	↓ 3% for <30 ↑ 20% for 40-something ↑ 35% for 50+
11-19	17%	
20-49	23%	
50-99	18%	
100-199	15%	
200+	13%	↑ 25% for <30 ↓ 4% for 40-somethings
		↑ 15% for Northeast ↓ 9% for West
200-499	9%	
500+	4%	

Q6: WHY JOINED SOCIAL NETWORKING SITES

Q6

*Why have you joined social networking websites?
[Check all that apply.]*

- For all age groups, women primarily join social networking sites to reconnect with former colleagues/friends (66%), stay close to current friends (61%) or to share photos/stories with friends (54%).
- Younger women (under 30) are even more likely to join for these reasons than middle-aged women.
- While middle-aged women are most likely to join for social reasons, they are relatively much more likely to have joined because they wanted to monitor their children's online activities (19%) or because their child invited them to join (13%).
- Women with kids age 13-17 are most likely to join to monitor their kids' online activities (41%), more than those with kids 18+ (20%). Moms with teenagers are more likely to join because their children invited them.

Q6: WHY JOINED SOCIAL NETWORKING SITES

Q6

*Why have you joined social networking websites?
[Check all that apply.]*

Reconnect with former friends/colleagues	66%	↑ 77% for <30 ↓ 54% for 40-something
Stay close to current friends	61%	↑ 83% for <30 ↓ 47% for 40-something ↑ 74% single ↓ 59% married ↑ 68% in the West
Share photos/stories with friends/family	54%	↑ 68% for <30 ↓ 45% for 40-something
A friend invited me to join	38%	= 39% for <30 = 36% for 40-something
Hobby/personal interest reasons	28%	↑ 34% for <30 = 28% for 40-something
Make new friends	24%	↑ 30% for <30 ↓ 21% for 40-something

Work/professional reasons	15%	↑ 29% for \$120K+
My child joined and I wanted to know what s/he was doing online	10%	↓ 1% for <30 ↑ 19% for 40-something ↑ 16% for 50+ ↑ 17% have kids 7-12 ↑ 41% have kids 13-17 ↑ 20% have kids 18+
A colleague invited me to join	10%	
My child invited me to join	6%	↓ 1% for <30 ↑ 13% for 40-something ↑ 17% for 50+ = 5% have kids 7-12 ↑ 16% have kids 13-17 ↑ 22% have kids 18+

Q7: FREQUENCY OF ACCESSING SOCIAL NETWORKING SITES

Q7

*How frequently do you log into your social networking accounts?
[Choose closest answer.]*

- Slightly over one-half of women (53%) log into their social networking sites every day, and one-quarter (25%) log in once per week.
- Two-thirds (67%) of women under 30 log in every day as compared with 41% of 40-somethings. However, 70% of 40-somethings log in at least a few times per week, indicating frequent activity on social networking sites.
- Southern women log in more frequently than Western women.

Q7: FREQUENCY OF ACCESSING SOCIAL NETWORKING SITES

Q7

*How frequently do you log into your social networking accounts?
[Choose closest answer.]*

Every day	53%	<p>↑ 67% for <30 ↓ 41% for 40-something</p> <p>↑ 58% in the South ↓ 47% in the West</p>
A few times per week	25%	<p>↓ 21% for <30 ↑ 29% for 40-something</p>
Once per week	7%	
A few times per month or less often	12%	<p>↓ 6% for <30 ↑ 16% for 40-something</p>
Only when I receive alerts from the website (i.e., invitations from others to connect, message alerts)	3%	<p>2% for <30 5% for 40-something 6% for 50+</p>

Q8: TYPES OF CONTACTS

Q8

Considering all your social networking contacts, which three types of people are most prevalent on your contact list?

- For all age groups, women's most prevalent contact are with friends whom they don't see very often. Following that, young women (<30 years) are most likely to reconnect with others who they lost touch with through the website, but 40-something women are more likely to connect with family members (58%) as well as women with children (58%). Thus, older women are relatively more likely to use social networking for family-related purposes.
- Middle-aged women are also more likely to meet people via social networking (20%) than younger women (14%).
- And, women with HHI of \$120K+ are more likely to use social networking for all types of business and organizationally-related contacts.

Q8: TYPES OF CONTACTS

Q8

Considering all your social networking contacts, which three types of people are most prevalent on your contact list?

Friends whom I don't see very often	68%	↑ 74% for <30 ↓ 62% for 40-something
Friends whom I had lost touch with and only reconnected with through the website	53%	↑ 60% for <30 ↓ 45% for 40-something
Friends whom I also see in person on a regular basis	53%	↑ 70% for <30 ↓ 40% for 40-something
Family members	51%	↓ 44% for <30
		↑ 57% for 40-something
		↓ 32% no kids ↑ 58% have kids
People whom I met through the social networking website	15%	↓ 14% for <30 ↑ 20% for 40-something
Organization contacts (i.e., alumni network, religious group contacts)	15%	↓ 12% for <30 ↑ 18% for 40-something
		↑ 25% earn \$120K
Current colleagues	13%	21% earn \$120K
Former colleagues	12%	19% earn \$120K
Other professionally-related contacts	8%	16% earn \$120K

Q9: ACTIVITIES ON SOCIAL NETWORKING SITES

Q9

Which of the following have you done on a social networking website in the past 6 months?

- Women of all ages are most likely to communicate with others socially and look up information about other people on social networks. Younger women are even more likely to do these activities than middle-aged women.
- Married women are more likely than single women to invite others to join the network (48% vs. 37%), unrelated to age or presence of children.
- Midwesterners are more likely to join groups and download fun applications than Westerners.

Q9: ACTIVITIES ON SOCIAL NETWORKING SITES



Which of the following have you done on a social networking website in the past 6 months?

Communicated socially with others	81%	↑ 91% for <30 ↓ 75% for 40-somethings
Looked up information about other people	72%	↑ 80% for <30 ↓ 66% for 40-somethings
Joined a 'Group' within the social network (i.e., a school alumni group, a work group, a hobby/interest group)	52%	↑ 64% for <30 ↓ 41% for 40-somethings
		↑ 57% for Midwesterners ↓ 45% for Westerners
Invited others to join to join the network	46%	↓ 37% for singles ↑ 48% for marrieds
Downloaded a fun application/widget (i.e, SuperPoke or Scrabble)	42%	↑ 57% for <30 ↓ 27% for 40-somethings
		↑ 45% for Midwesterners ↓ 36% for Westerners
Communicated professionally with others (i.e., for networking, to find a new job)	21%	
Communicated with someone as a potential new love interest/for dating	5%	

Q10: FAVORITE PART OF SOCIAL NETWORKING (OPEN END)



What do you like most about belonging to a social network?

- Women suggested a range of reasons for enjoying social networks, including:
 - ✓ Staying in touch with friends who live far away or who they do not see often
 - ✓ Reconnecting with old friends
 - ✓ Seeing what's going on in friend's lives
 - ✓ The ability to communicate with many people from one "place."
 - ✓ The ability to personalize one's page
 - ✓ The ability to share photos with others
 - ✓ Learning about new things, including products
 - ✓ Meeting new people with similar interests
 - ✓ Sense of community
 - ✓ Fun!

Q11: IMPACT OF BEING PART OF SOCIAL NETWORKS



*How much do you agree or disagree with each of the following?
(Top 2 Box)*

- The vast majority women agree that social networking helps them keep in touch with people better 84% and almost 6 in 10 agree that they are more “in the know” as part of a social network and that social networks are a benefit to their lives.
- Online social network has huge impact on the offline world, as 4 in 10 have met up with people in real life because of (re)connecting on social networks. One-half (50%) of Western women have met up in-person with others.
- Younger women agree more strongly with all suggested social networking benefits than middle-aged women.
- Southern women log in more frequently than Western women.

Q11: IMPACT OF BEING PART OF SOCIAL NETWORKS

Q11

*How much do you agree or disagree with each of the following?
(Top 2 Box)*

Social networks allow me to keep better in touch with people	84%	↑ 91% for <30 ↓ 78% for 40-something
I feel more “in the know” because I belong to a social network	58%	↑ 69% for <30 ↓ 46% for 40-something
Belonging to a social network has been beneficial to my life	57%	↑ 64% for <30 ↓ 53% for 40-something
I spend more time online since joining social networks	47%	↑ 60% for <30 ↓ 39% for 40-something
I have met up in real life with people because of (re)connecting on social networks	40%	↑ 52% for <30 ↓ 33% for 40-something
		↑ 50% for Westerners ↓ 32% for Midwesterners

Q12: “LOVE” OF ACTIVITIES, INCLUDING SOCIAL NETWORKING



How much do you like doing each of the following activities?

- For all age groups, spending time with family or with a significant other were the top 2 ranked activities, and spending time on social networking sites was the second-to-last ranked activity.

Q12: “LOVE” OF ACTIVITIES, INCLUDING SOCIAL NETWORKING



How much do you like doing each of the following activities?

Spending time with family	76%
Dating/spending time with sig other	69%
Spending time with friends	67%
Intimate relations/sex	45%
Shopping	45%
Eating	36%
Watching TV/movies	28%
Playing sports/working out	14%
Spending time on social networking sites	11%
Spending time on gossip sites	5%

Q13: WORD OF MOUTH WITHIN SOCIAL NETWORKS

Q13

Have you ever reviewed products or talked about products within your social network profile pages?

- Six in 10 women (62%) have talked about products within their social networking profile pages, particularly women in the West (72%) and women of teenagers aged 13-17 (71%).

Q13: WORD OF MOUTH WITHIN SOCIAL NETWORKS



Have you ever reviewed products or talked about products within your social network profile pages?

Yes	62%	<p>↑ 66% for <30 61% for 40-something</p>
		<p>↑ 72% in the West ↓ 56% in the Midwest</p>
		<p>59% no kids 66% kids 7-12 ↑ 71% kids 13-17 65% kids 18+</p>
No	38%	

Q14: IMPACT OF WORD OF MOUTH VIA SOCIAL NETWORKS

Q14

In the past 3 months, what types of products have you purchased based on the advice of someone on a blog or social network?

- Beauty products (69%) and food & restaurants (67%) are the top categories where women are influenced by blogs/social networks. Younger women are slightly more influenced than middle-aged women, particularly for food & restaurants and movies & entertainment.

Q14: IMPACT OF WORD OF MOUTH VIA SOCIAL NETWORKS

Q14

In the past 3 months, what types of products have you purchased based on the advice of someone on a blog or social network?

Beauty products	69%	
Food & restaurants	67%	↑ 72% for <30 yrs ↓ 63% for 40-something
Movies & entertainment	51%	↑ 59% for <30 yrs ↓ 43% for 40-something
Apparel	39%	↑ 46% for <30 yrs ↓ 32% for 40-something
Activities & Travel	23%	↑ 29% for <30 yrs ↓ 21% for 40-something
Home furnishings	18%	
Lingerie	9%	↑ 15% for <30 yrs ↓ 7% for 40-something
Cars	6%	
Financial services	4%	
Other, please specify	13%	

Q15: IMPACT OF ADVERTISING ON SOCIAL NETWORKS ONLINE



How much attention do you pay to advertising on your social networking pages?

- Most women are negative or ambivalent about advertising on social networking websites. Almost one-half either actively ignore the ads (26%) or are annoyed with them (20%) and nearly one-third (30%) sometimes take a look at what's being promoted. Only 2% are very engaged with online advertising.

Q15: IMPACT OF ADVERTISING ON SOCIAL NETWORKS ONLINE

Q15

How much attention do you pay to advertising on your social networking pages?

I always look to see what ads are on my page, and I often click through	2%
Sometimes I look and think they're interesting enough to click through	13%
I always notice, but I've never clicked through	10%
Sometimes I'll take a look at what's being promoted	30%
I am annoyed with them, but notice them	20%
I actively ignore ads on my page	26%

Q16: BLOG AND DISCUSSION BOARD ACTIVITY



Which of the following have you done in the past 6 months?

- Posting a comment on a discussion board is the most common activity among women over the past 6 months. Following, women have posted product reviews, responded to blog posts and posted photos to blogs/social networks.
- Younger women (<30 years) are more likely to have written blog entries, responded to blog entries or posted photos, but middle-aged women are more likely to have posted product reviews (62% vs. 53%), as are Southerners, Westerners, and women with kids 7 years or older.
- Women with little children (newborn – 6yrs) are more likely to post photos online (63%).

Q16: BLOG AND DISCUSSION BOARD ACTIVITY



Which of the following have you done in the past 6 months?

Posted a comment on a discussion/message board	73%	
Posted a product review on a shopping website (i.e., Amazon.com, epinions.com)	58%	↓ 53% for <30 years
		↑ 62% for 40-somethings
		↓ 55% for no children
		↑ 61% for kids 7+
Responded to a post on someone else's blog	50%	↑ 61% for Southerners
		↑ 61% for Westerners
Posted photos to a blog or social network	50%	↓ 53% for Midwesterners
		↑ 63% for <30 years
		↓ 45% for 40-somethings
		↑ 78% for <30 years
Written an entry in my own blog	27%	↓ 35% for 40-somethings
		↑ 61% for Singles
		↓ 49% for Marrieds
		↑ 63% with newborn-6yrs
Uploaded a video to a blog or social network	17%	↑ 46% for <30 years
		↓ 19% for 40-somethings
		↓ 23% for Northeasterners
		↑ 33% for Westerners
		↑ 29% for <30 years
		↓ 10% for 40-somethings

Q17: MOBILE DEVICE COMMUNICATIONS



Which of the following do you do regularly (at least once per week)?

- Women are more likely to send text messages on their mobile phones (60%) than to send emails on an enhanced mobile device. Younger women are more likely to do all of these activities as well as high earners (\$120K+ HHI).
- Moms with kids 13-17 years are more likely to send text messages than single women or women with children of other ages, suggesting that their teenage children have influenced their texting behavior.

Q17: MOBILE DEVICE COMMUNICATIONS



Which of the following do you do regularly (at least once per week)?

Send text messages on your mobile phone	60%	<p> ▲ 78% for <30 years ▼ 57% for 40-somethings ▼ 36+ for 50+ </p>
		<p> 67% for no kids 62% kids under 6 65% kids 7-12 ▲ 71% kids 13-17 49% kids 18+ </p>
		<p>▲ 71% earn \$120K+</p>
Send email on your enhanced mobile device (i.e., Blackberry, Apple iPhone) that you bought/received for personal use	14%	<p> ▲ 21% for <30 years ▼ 10% for 40-somethings </p>
		<p>▲ 23% earn \$120K+</p>
Send email on your enhanced mobile device (i.e., Blackberry, Apple iPhone) that my company has provided for me	5%	<p> ▲ 8% for <30 years ▼ 3% for 40-somethings </p>
		<p>▲ 13% earn \$120K+</p>
I don't use a mobile device	38%	

Q18: IMPACT OF TRADITIONAL AND WOM MARKETING ON PURCHASE



Have you ever bought a product because of...?

- For all demographics of women, they are most likely to have purchased a product as a result of an email they received from a friend or family member (72%).
- Younger women are less likely than older women to make a purchase as a result of an email from a company but are relatively much more likely to make a purchase from discussion board posts, blog posts, or information on social networking websites.
- Higher income women (\$120K+) are relatively more likely to make purchases as a result of a post they read on a shopping website or on a discussion board.

Q18: IMPACT OF TRADITIONAL AND WOM MARKETING ON PURCHASE



Have you ever bought a product because of...?

An email you received from a friend/family member	72%	75% for <30 years
A post on a shopping website	55%	58% for <30 years ↑ 65% for \$120K+
An email you received from a company	51%	↓ 45% for <30 ↑ 54% for 30-something 50% for 40-something ↑ 53% for 50+ ↑ 52% for 30+
A post on a discussion board	42%	↑ 51% for <30 42% for 40-something ↑ 50% for \$120K+
A blog post you read	27%	↑ 44% for <30 ↓ 22% for 40-something
Information you obtained on a social networking website	27%	↑ 39% for <30 ↓ 21% for 40-something
A text message you received on your phone	6%	↑ 12% for <30 5% for 40-something

Q19: SHARING PRODUCT INFORMATION AND COUPONS



Which of the following, if any, have you shared with friends in the past 3 months?

- Women are most likely to share information about a general sale or promotion they see (87%), followed by offline coupons they receive in the mail (76%).
- Married women (78%) and southern women (79%) are somewhat more likely to share offline coupons they get in the mail.
- A large proportion of women – two-thirds - share online coupons. Middle-aged women are slightly more likely to share online coupons that they would download and print (67% vs. 63% for younger women), while younger women are somewhat more likely to share online coupon codes (72% vs. 63% for younger women).

Q19: SHARING PRODUCT INFORMATION AND COUPONS

Q19

Which of the following, if any, have you shared with friends in the past 3 months?

General information about a sale/promotion I saw	87%	
Offline (paper) coupons that you get in the mail, in a magazine, etc.	76%	↓ 71% for singles
		↑ 78% for marrieds
Online coupons (that you would download, print and use at a store)	66%	↑ 79% for South
		↓ 70% for West
Online coupon codes / discount codes	65%	↓ 63% for <30 years
		↑ 67% for 40-something
		↑ 72% for <30 years
		↓ 63% for 40-something