

Why She Shares



December 12, 2011



Methodology

The online survey was conducted among a random sample of women from the SheSpeaks panel, fielded September 13-15 2011. 3,963 U.S. women participated. The SheSpeaks panel includes women who are socially active, both online and offline.

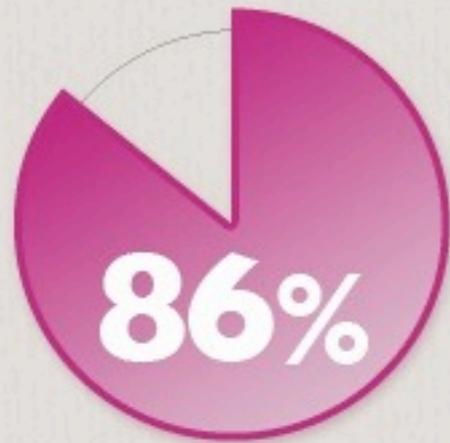
CONTACTS:

Aliza Freud
Founder & CEO, SheSpeaks, Inc
(e) aliza@shespeaks.com
www.shespeaks.com
twitter: @shespeaksinc
Facebook: [facebook.com/shespeaksinc](https://www.facebook.com/shespeaksinc)

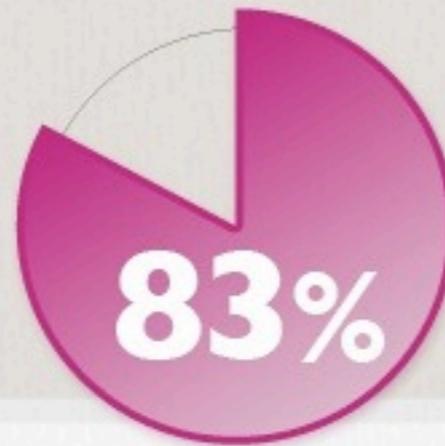




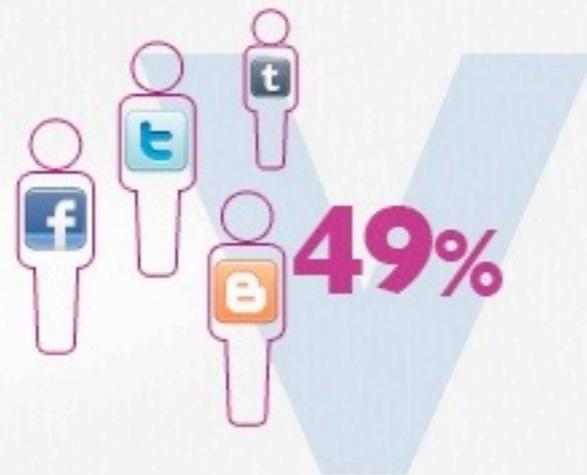
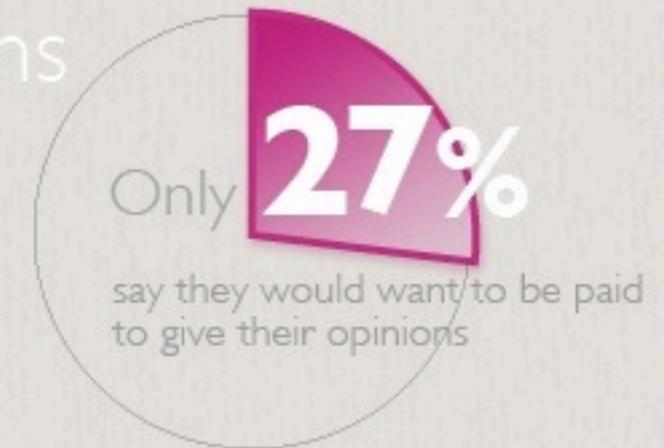
Women share for altruistic reasons



are inspired to share when they've found information that would be interesting to others



are motivated to share information about deals and promotions



Women report that Social Media and TV now rival one another as influential sources of information



Moms
interact with

2X

more people online
than non-moms



**Content
not couponing**

the top reason
for sharing with
companies online

75% want
the company
to respond
to them

45% want
the company
to send them
coupons





Social women are listeners, not just talkers.
Over **70%** say:

I listen carefully to
the opinions of others

Two stylized ear icons, one on the left and one on the right, are positioned around the text 'I listen carefully to the opinions of others'. The ears are rendered in a light purple/pink color with a simple, clean design.

Re: Email

It still matters a lot

After in-person sharing, email is the favorite way that women like to share with each other



Social women are sharing content in multiple ways

Facebook and smartphones are the fastest growing sharing-mechanisms



Percentage of women who say they are using each tool to share more now than they did 6 months ago.



Detailed Findings

CONTACTS:

Aliza Freud
Founder & CEO, SheSpeaks, Inc
(e) aliza@shespeaks.com
www.shespeaks.com
twitter: @shespeaksinc
Facebook: [facebook.com/shespeaksinc](https://www.facebook.com/shespeaksinc)



What inspires her to share?

Women want to share because they think they have information that can help others. It is an altruistic desire, because fewer say that getting free stuff or just feeling good about themselves, as well as driving change, are less strong motivators.

86% When I've found information that I think will be interesting to others

83% I share information about deals and promotions to help others get free or discounted items

68% Sharing opinions and experiences is part of who I am

67% I want to warn people about issues of concern (social issues, unhealthy foods, unsafe products)

63% I get free stuff from companies for sharing my opinions

60% Sharing with others makes me feel good about myself

56% I want to inspire change

43% I have specialized knowledge about the topics I share my thoughts

27% I get paid to give my opinions (by advertisers, an employer, etc.)

3% Other

Q: What inspires you to share your opinions and experiences with others?



Donating Money and Volunteering at the Top Ways Women Share Offline



Q: Which of the following offline activities have you done in the past 3 months?



Moms share to inspire change and make a difference in the world.



Moms should not be confused with homemakers, because their sharing behaviors are very different. Sharing for moms is more about inspiring change and it makes them feel good about themselves and they say it's part of who they are. They want to make a difference in the world, seemingly inspired by their children and wanting to make the world a better place for their kids. They are relatively more interested in sharing pragmatic info such as deal and promotional info.

Moms are more likely to share in offline ways, especially attending a local meeting on school/town affairs (48% vs. 22% with no kids), hold a leadership role in a local org (34% vs 17%), hold an event in their home with 10+ guests (59% v 34%).

60% of moms share because they want to inspire change (50% for no kids) and they believe they can make a difference by sharing (63% vs. 52%). They are more likely to say that others "follow most of their advice" (49% v 38%). They are more likely to have commented on "issues important to the local community (51% vs. 38%).

They are also likely to say sharing with others makes them feel good about themselves (65% v50%) and it's part of who they are (72% vs. 63%). Possibly moms spend much time devoted to their kids, so sharing with others is a way that they reclaim their identities.

They also want to help other people take advantage of promotions (86% vs. 77%) and they comment more about shopping info in their blogs (25% v 19%) but less about lifestyle topics such as fashion/beauty (8% v 15%).

Unlike homemakers, who are on-par with their peers socially, moms over-index in sociability and say they "seem to know everyone" (42% vs 28%).

Moms more likely to prefer to share by posting on social networking (73% v 57%). Social media helps moms feel more connected with others 87% vs 78% (flat for homemaker).

Moms like more brands on FB (20 v 15 for non mom) and have more twitter followers (126 v 68)

More moms have reached out to companies more in the past month than other demos (email 62% v 54%, phone 40% v 32%, FB 56% v 39%)



Social Media is the Top Way That Women Share

Ways Women Share Online Daily

Among socially active women, 41% post updates on social media daily . Other popular ways for them to share online are by sharing a coupon or promotional code (26%), voting in an online poll (23%) or posting a comment under a news article (19%). Moms are more likely to post status updates (46% v 33%), read social media content (62% v 49%) and forward coupons (30% v 19%).



Q: **Following is a list of ways people can share their opinions online. How often do you do each of the following?**

A Desire to Share Knowledge is the Top Reason to Start Blogging

68% of homemakers started blogging b/c they're at home...that's their top reason. All other reasons for them are flat w/ FT.

59%

I wanted to share my feelings/knowledge with as many people as possible

45%

I had extra time and it seemed like fun

39%

I have specialized topic (i.e., cooking/craft skills, raising special needs kids, a health issues and wanted to share my knowledge

38%

I wanted to connect with new people online that I don't already know

36%

I am a homemaker:stay-at-home mom and it seemed like a good way to connect with others while I was at home.

17%

I thought I could make money starting the blog

13%

Other

n=1,399 bloggers



Q: If you have your own personal blog that you update at least once/month, what made you start?

Social Women are Listeners, Not Just Talkers



The Social Woman does not just use the Internet as a megaphone to get her own voice heard. She wants to listen. 82% say that they “listen carefully to the opinions of others” – the top self-described trait of the social woman.

Next, the social woman likes to be in the know, which is often the result of her being a good listener. She often tries new products before others (81%) and are asked by others for advice (77%)

While social women like to communicate, they like to share ideas by talking and listening rather than debating and convincing others of their opinions. Only 40% enjoy trying to change others' minds.

Women's friends are the most influential people in their lives (83%), more than their spouse/partner (68%), professional experts (46%) or parents (44%). Women listen to their friends to gather information that they then want to share with other friends.

Online news is the top source of information (57%), followed by TV (50%), social media posts (49%) and email (48%). Social women are “listening” to social media posts in parity with TV to get their information.

Listening is a key trait of social women

Younger women are relatively more likely to enjoy changing people's minds about issues (47% for 20-29 v 36% for 40-49). Moms believe they can make a difference by sharing info (63% v 52%), are more likely to say networking is a way to get ahead (48% v 34%) and "seem to know everyone" (42% v 28%).

Q: Which of the following describe you strongly?



Homemakers are unique in their sharing via digital/social media



Homemakers are unique in their use of sharing via digital/social media. Homemakers are not necessarily better connected than other women, but they are more active bloggers and more consistently engaged online because they have the time to do so and makes them feel more connected with others while at home.

Almost two-thirds (63%) of homemakers/women who work at home say that:

“Working at home (either as a homemaker or professional who works at home) makes me feel isolated sometimes.”

68% of homemakers started a blog because they're at home and thought it would be a good way to connect with others...that is their #1 reason, followed by wanting to share their feelings/knowledge (56%), and it seemed like fun (43%).

Homemakers are relatively much more influenced by blogs (42% vs. 33% FT employed) and somewhat more influenced by social media (52% v 48% for FT employed).

Homemakers are likely to have more Twitter followers (113 compared with the overall average of 102), but they do not have relatively more friends on FB. Possibly they are more engaged on Twitter because it is a more frequent, and faster-paced conversation, and they have more time to engage more frequently.

They do not over-index in their use of offline sharing, however. Therefore, it's not a matter of them having more time, it's a matter of isolation that makes them share more online.

“As a person who is home alone much of the time, connecting with people online gives me a sense of companionship! I think alot of people feel the same & it is easy to share opinions online. It takes a small amount of time to share online! I love it & am glad I can be a voice!”

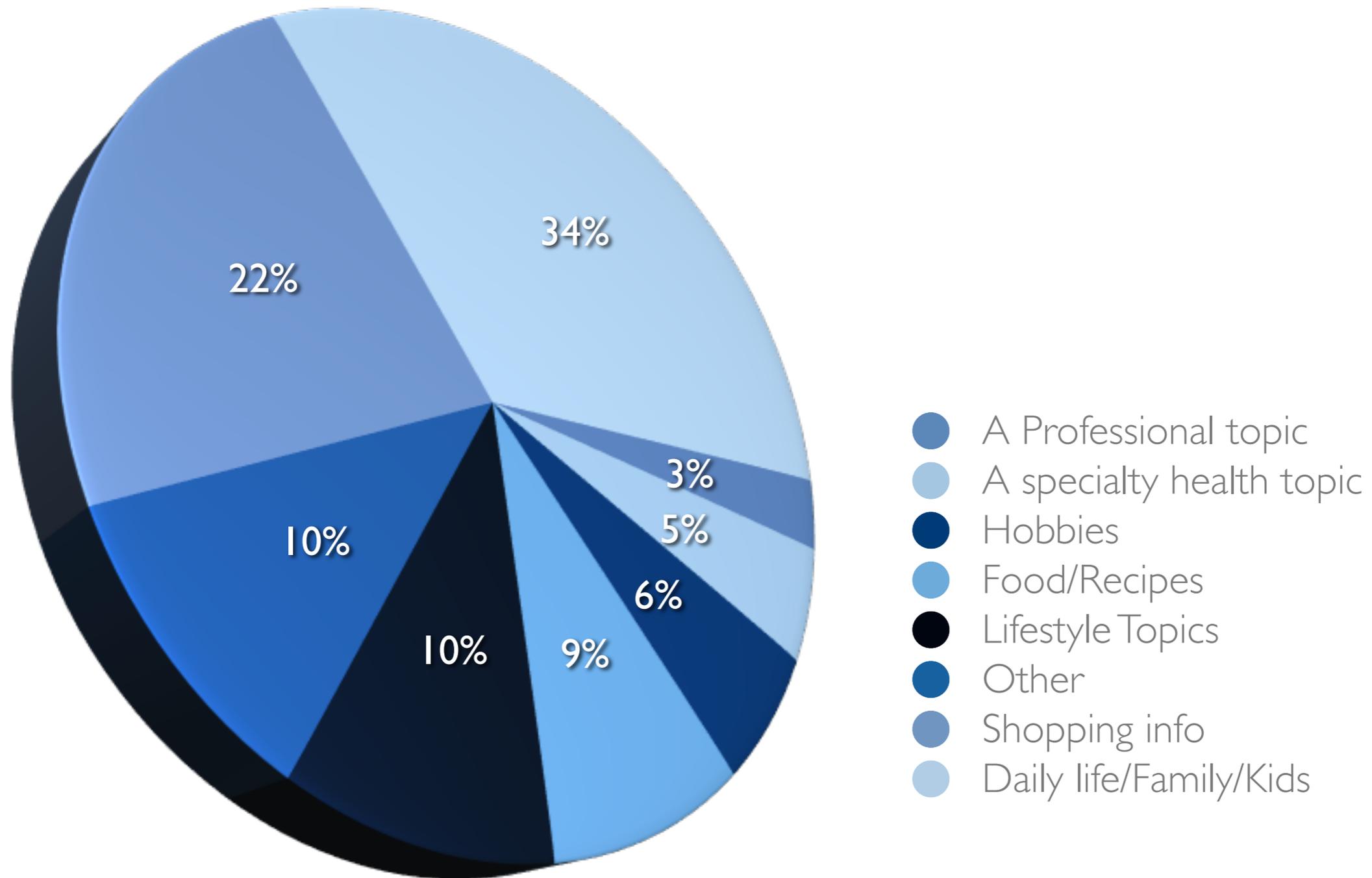
“Being at home all day gives me more opportunity to be online than women who work outside the home. I like to share my views because it makes me feel like I'm actively participating in something.”

“I am more active online because I work at home and have a lot more time to be online. I like to chat with many different people and get all different views from them.”



Bloggers share on a variety of topics but vary based on life-stage.

Not only do moms blog more about daily family life (39% v. 22%), they also blog more about shopping info (25% v. 19%) but less about lifestyle topics such as fashion/beauty (8% v. 15%). Homemakers also blog more about family life 42% v 33%) and less about lifestyle (6% v 12%).



Getting in Touch & Connecting With Friends as well as sharing opinions are knowledge are the top reasons women joined Facebook.

68%

I wanted to get in touch with old friends

59%

My other friends had Facebook accounts so I thought it would be fun

40%

I wanted to share my opinions/knowledge/photos

27%

I wanted to make new friends

9%

Other

8%

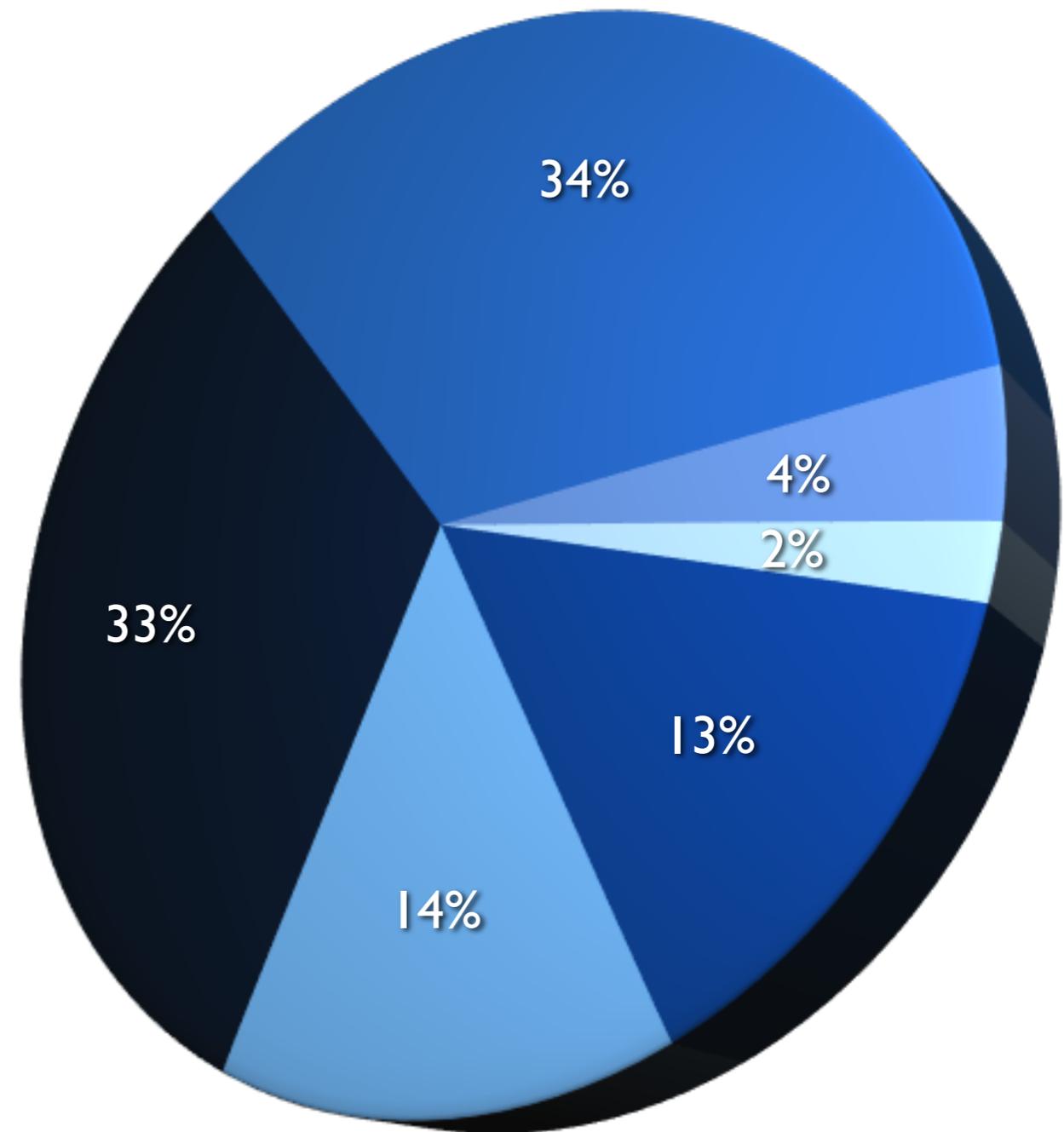
N/A I don't use Facebook

Q: If you have a Facebook account, what made you join?



Bloggers Blog to Share feelings, thoughts, knowledge and experiences

Younger bloggers are relatively more satisfied from sharing thoughts and feelings (38% for 20-29 v 27% for 40-49) and older bloggers are more satisfied by helping others by sharing knowledge (38% for 40-49 v 30% for 20-29).

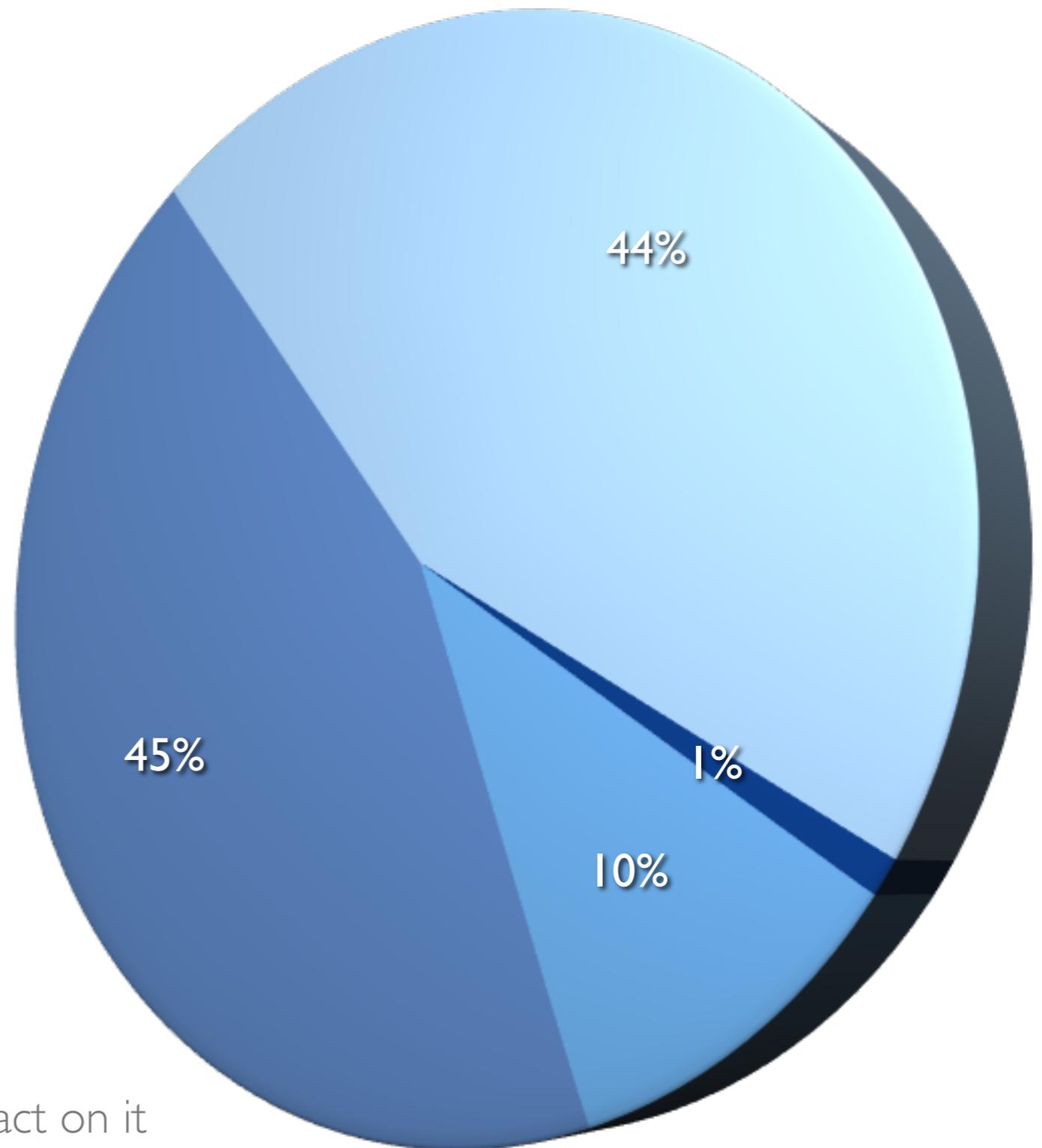


- 4% Other
- I can make money from it
- I can help others save money
- Getting posts/feedback from others
- I can help others by sharing my knowledge and experiences
- 34% It is a place where I can share my feelings and thoughts



Q: What is the most satisfying aspect of writing your blog?

Women believe that others are listening to their opinions



- 45% Follow most of your advice
- 44% Follow some of your advice
- 1% Appreciate your advice but do not act on it
- 10% Not sure what they do



Q: When you make recommendations about products, brands or services, would you say people usually:

Women prefer sharing face-to-face

While social media is the talk of marketing and digital professionals, on a personal level, women by far prefer sharing face-to-face with each other. 89% of women say in-person is one of their favorite ways to share with each other, compared with 67% who like to share via social networking. This is true of women of all demographic groups.

Even though 84% say that “social media helps me feel more connected to others”, the vast majority of women across all age groups (93%) average agree that “technology helps us connect with others, but face-to-face relationships are more satisfying.”

And, well over one-half (57%) agree that:

“I worry that young people spend too much time connecting with others online or by texting, and it will harm their relationships with people in the future.” (50% for 20-29 and 65% of 50+)

Implication is that brands should use social media and other digital, but the quality of the impact will be higher if they can get women to share with each other in-person.



In-Person conversations are the most enjoyable.

In-person is the preferred method for sharing information, followed by email, and phone is tied with social networking. Twenty-somethings are more likely to text (53% v. 34% for 40-something) and less likely to email (66% v. 77%). But in-person is equal for all ages. Moms more likely to post on social networking page (73% v 57%).



Q: When you share with others about experiences in your life, your family, products you use, etc., how do you most like to tell others?

Email is not dead.

Email is a key tool for women to gather and share information.

After in-person sharing, email is the favorite way that women like to share with each other (76%), more than by phone (68%) or social networking (67%)

Email is the top way that social women have contacted companies in the past month (60%) followed by using social media (49%), or phoning the company (38%).

Email is a very influential source of information (48%), similarly influential as TV (50%) and social media posts (49%). (Only online news articles are significantly more influential (57%).)

While email is huge, 30-49 year olds are more likely to email (77%) than 20-29 year olds (66%) and the younger set is more likely to text (53% vs 45% for 30-39 yr olds and 34% for 40-49 year olds). While email and texting serve different purposes, as time passes, texting may eclipse email as a favorite way to communicate.



Sending Emails is the Top Way of Contacting Companies

Younger women more likely to Tweet to a company (26% for 20-29 v. 16% for 40-49). 62% of moms use email, 54% of non-moms. 40% of moms phone a company vs. 32% non-moms.

60%

Sent an email to a brand company

49%

Posted a comment on a brand/company
Facebook page

38%

Phoned a company

19%

Addressed a comment to a company/brand
on Twitter

3%

Other

18%

N/A None of the above



Q: This question is about how you interact with brands/companies. Which of the following have you done in the past month?

Giving Product Feedback and Customer Service are Reasons for Contacting a Company

Moms want to give feedback about products (72% v 64% non-moms) and want to learn about promos/deals (44% v. 36%)



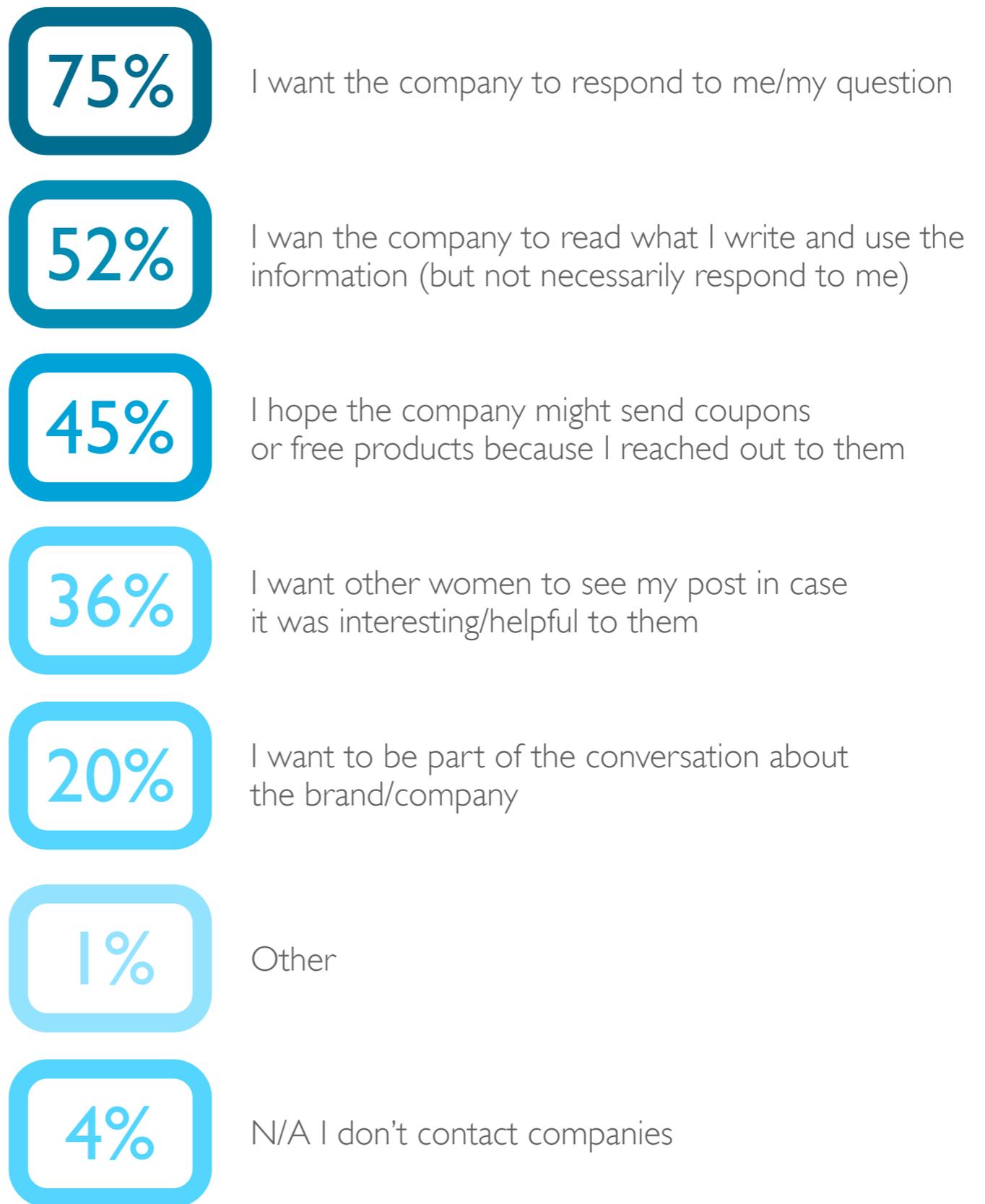
Q: When you reach out to companies, why do you initiate contact?

Social Women Want to Tell CEOs about Bad and Good Product and Customer Experiences



Q: What, if any, of the following experiences make you wish you could talk to a company's CEO?

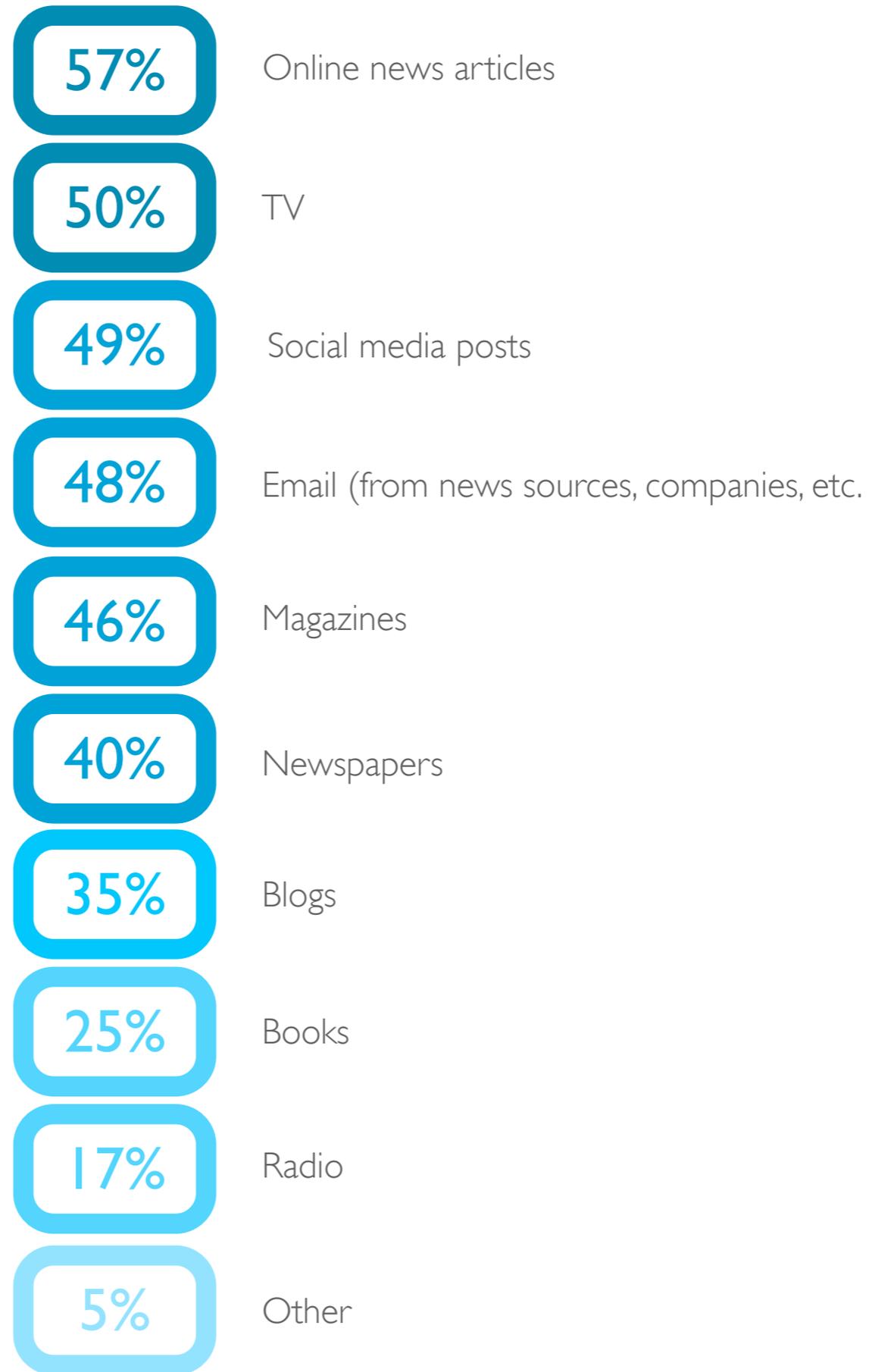
Social Women Want to Hear from the Company, Its Not Just About Coupons



Q: What is your hope when you make contact to the company?

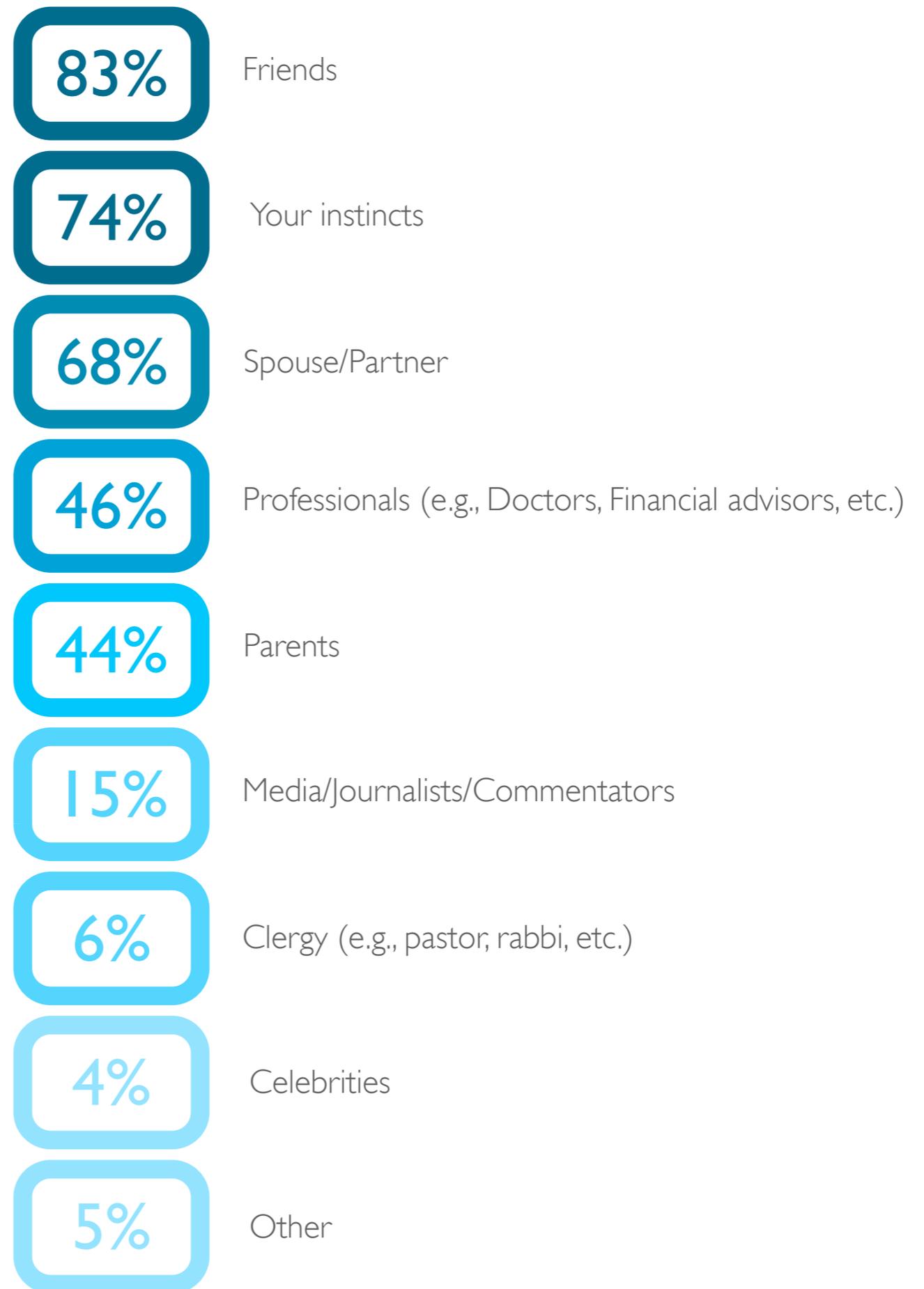
After Online News, Social Media Posts and Emails are as Influential as TV

Blogs are much more influential to 20-something (48%) than 40-something (28%). Same with social media posts (57% 20-something v. 44% 40-something).



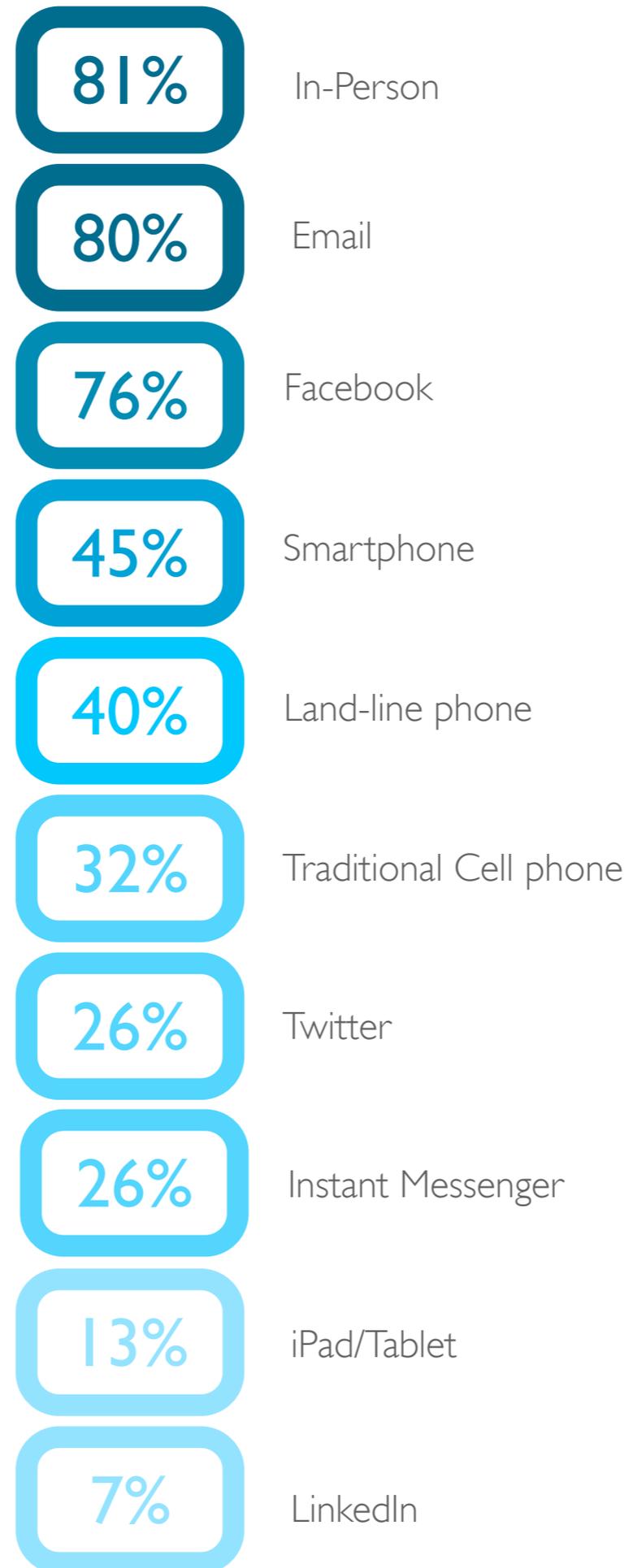
Q: Which of the following are the most influential sources of information to you?

Friends, Instincts and Spouse/ Partner are Most Influential



In-person Conversations and Email are the Top Platforms for Sharing

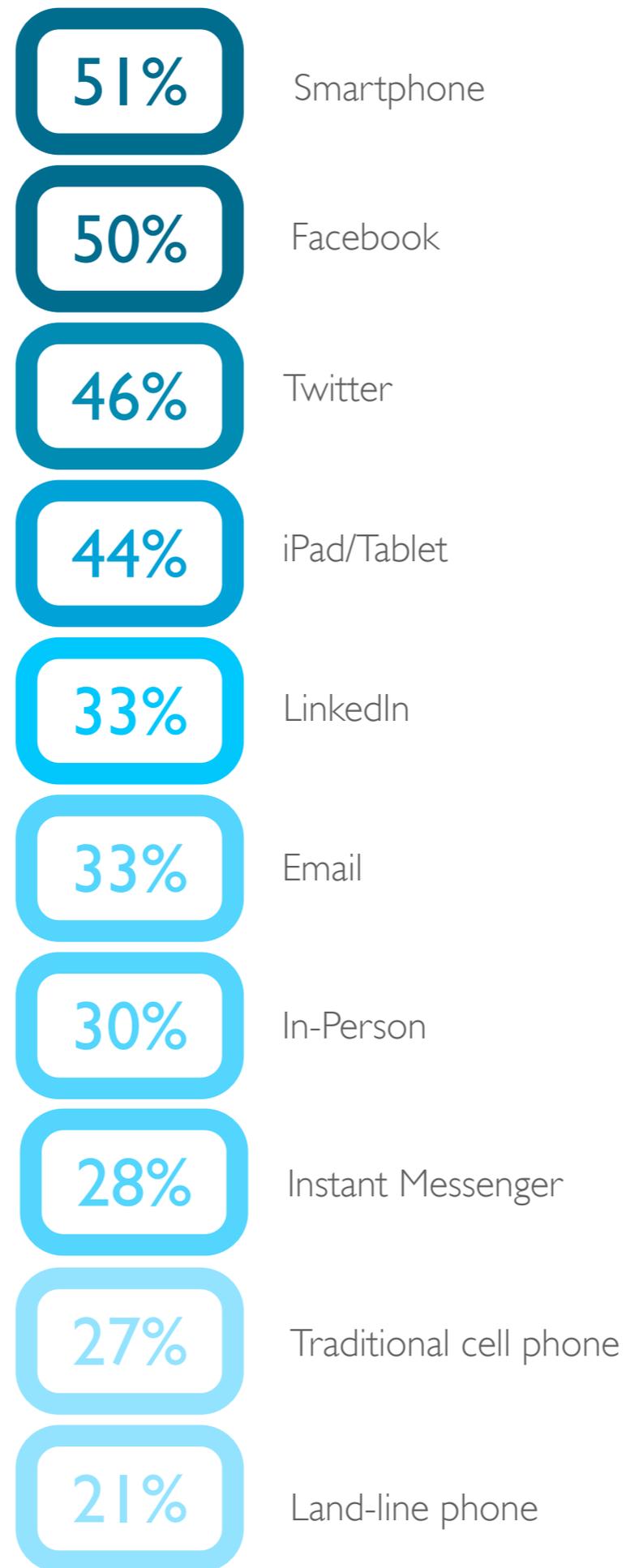
Traditional means (in-person conversations) are still the top ways that women share their opinions every day, as well as email which could be seen as “traditional” at this point. Facebook is a close 3rd, at 76% and smartphones outpace both land-line phones and traditional cell phones for sharing opinions.



Q: Which of the following tools do you use to "share" your opinions with others at least once per day? (Check all that apply)

Smartphones, Facebook, Twitter and iPad/Tablet Sharing is Growing Most Quickly

Among women who use each tool, smartphones, Facebook, Twitter and iPad sharing is growing the most.



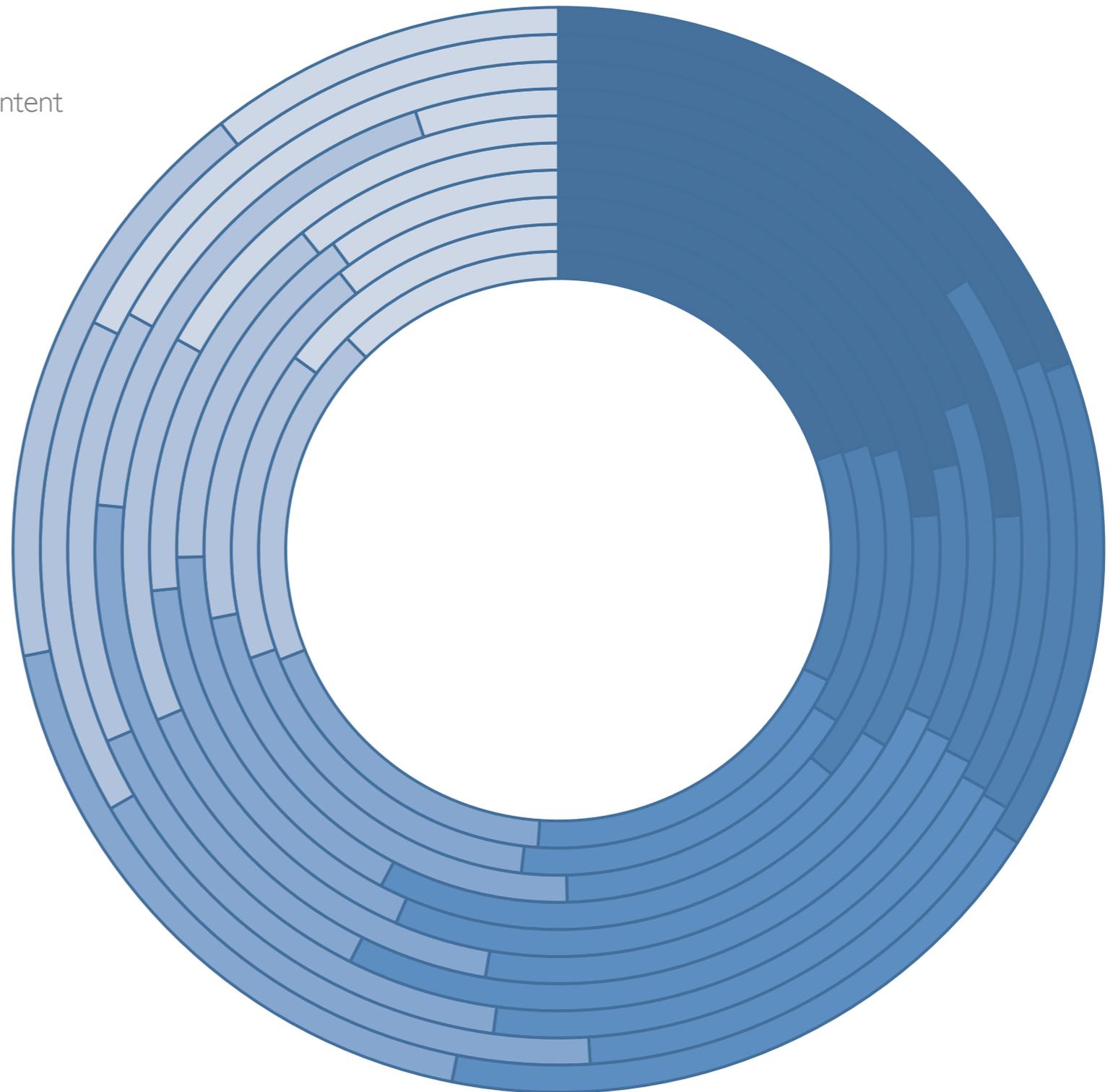
Q: How has your use of each of the following to share with others changed over the past 6 months?



Women Use Different Tools to Share Different Types of Content

Most Popular Means for Sharing Different Types of Content

- Updates about my day
- Coupons
- Making plans/meeting up with friends
- Opinions about products I like/don't like
- Opinions about current events/news
- Photos



Q: What type of information do you share with each of the following tools? (Check all that apply)

CONTACTS:

Aliza Freud
Founder & CEO, SheSpeaks, Inc
(e) aliza@shespeaks.com
www.shespeaks.com
twitter: [@shespeaksinc](https://twitter.com/shespeaksinc)
Facebook: facebook.com/shespeaksinc

