

THE SOCIALLY CONNECTED WOMAN

June 2012



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**The Socially
Connected
Woman- She's-Connected**

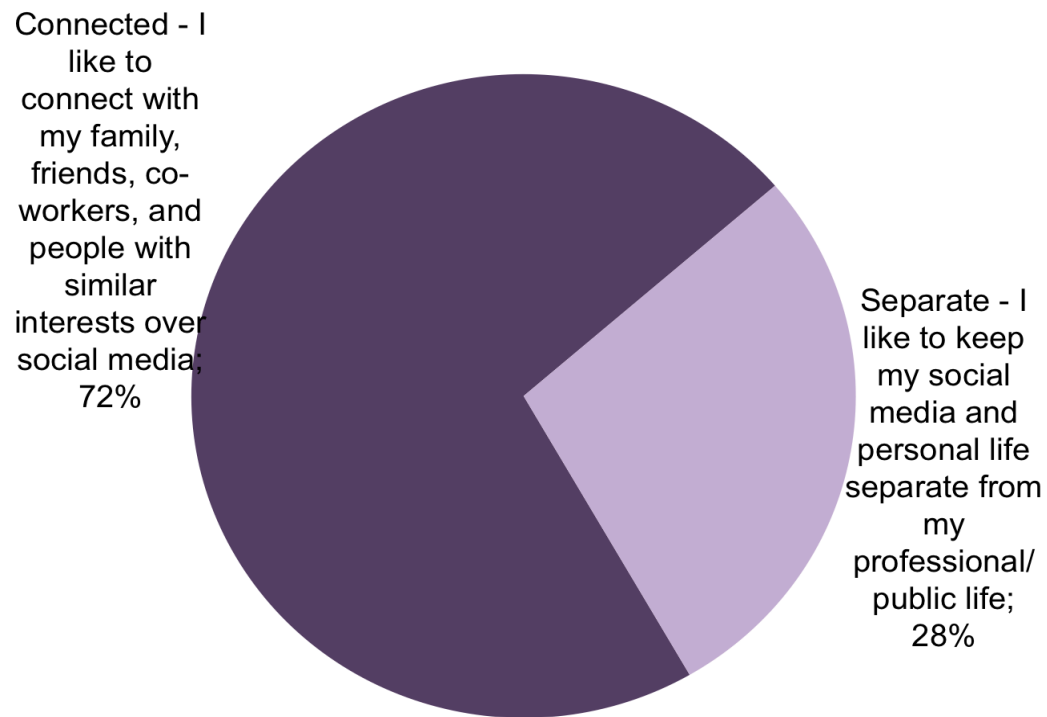
Overview: Social Media Empowers Women

Women report that social media is a positive force for good that connects various aspects of their often fragmented and busy lives. Social media helps women integrate disparate roles and relationships and stay in touch with others. This positive view contrasts with concerns of social critics such as psychologist Sherry Turkle and author Lee Siegel that social media is dangerous, distracting, or alienating.

- Almost three-quarters of women say they use social media to connect different parts of their lives.
- Thirty percent say they are more social in real life thanks to social media.
- Women are more likely to report that they are “delightfully in touch and in tune” than “overstimulated and over-accessed,” thanks to social media.

Almost Three-Quarters (72%) Like to Use Social Media to Connect Various Parts of Their Lives

Social Media Connects v. Separates

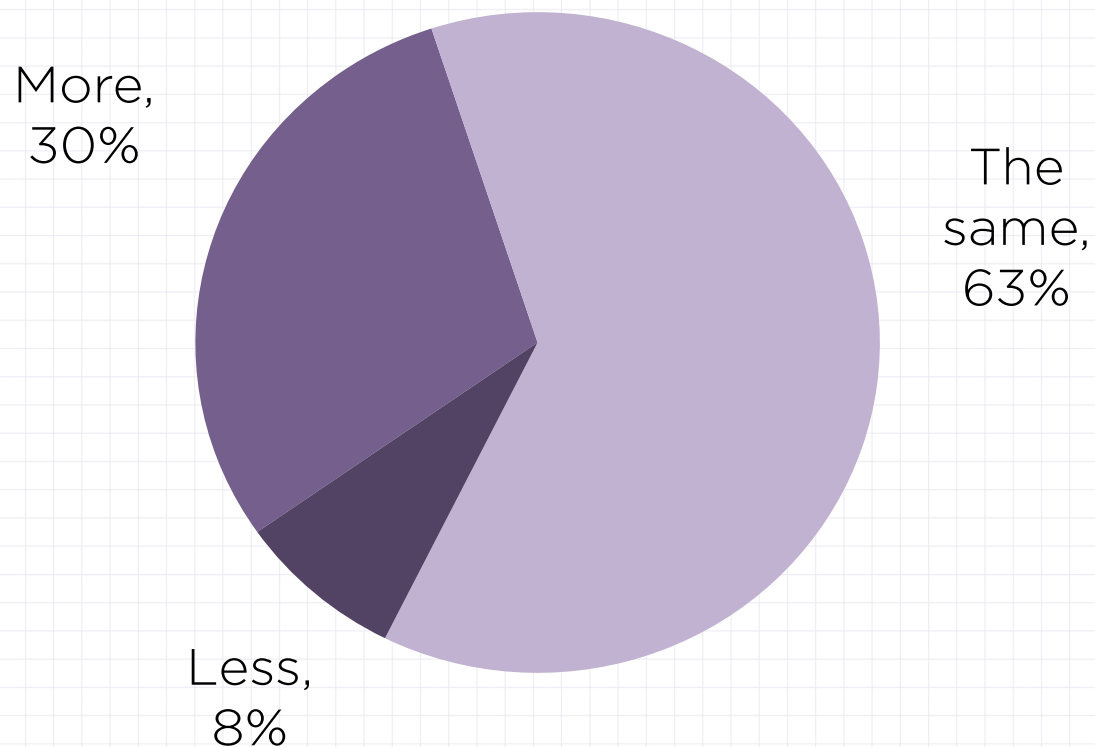


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Q: Do you use social media to connect different parts of your life, or do you like to keep everything separate?

The Majority (63%) Say Social Media Has Not Affected Their Offline Social Life, But 30% Say They Are More Social

Impact of Social Media on Offline Sociability

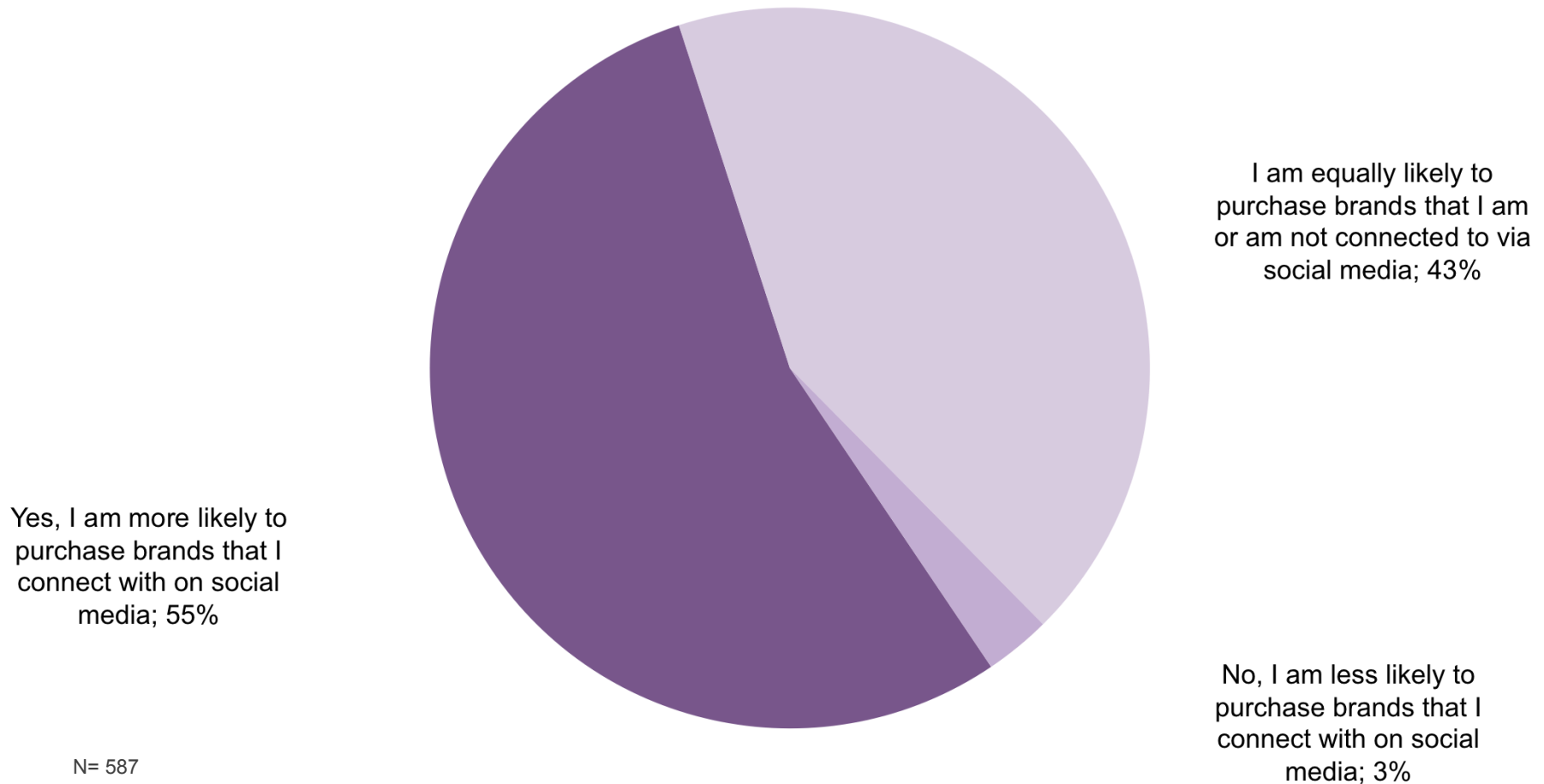


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Q: Has online social media made you more or less social in your "offline life?"

Women Are More Likely to Purchase Brands That They Connect With on Social Media

Social Media Impact on Purchase

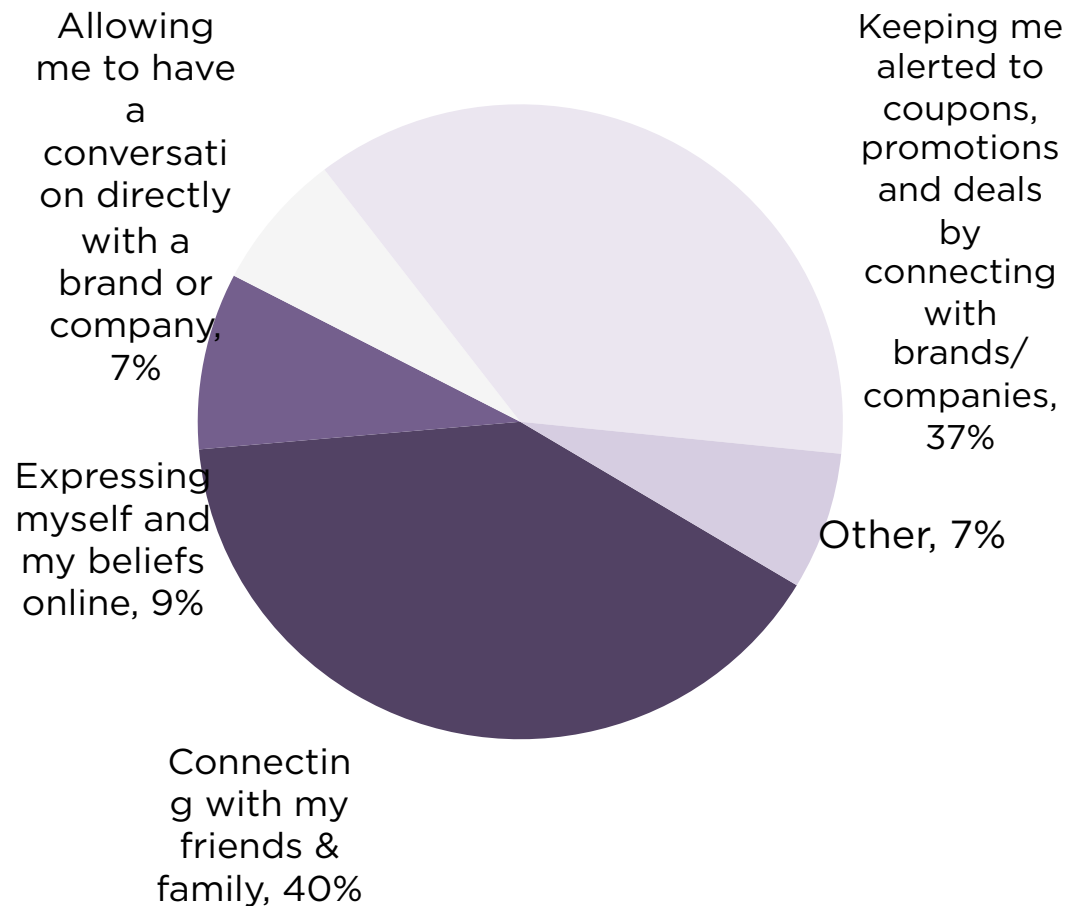


Q: Are you more likely to purchase brands that you are connected to via social media (i.e., brands that you follow on Twitter or "like" on Facebook)?

The Greatest Benefits of Social Media Are Connecting With Friends and Family (40%) and Being Alerted to Coupons/Deals (37%).

Note that I think SheSpeaks women are skewed towards prioritizing coupons and deals (as we have seen in other questions also).

Greatest Benefit From Social Media



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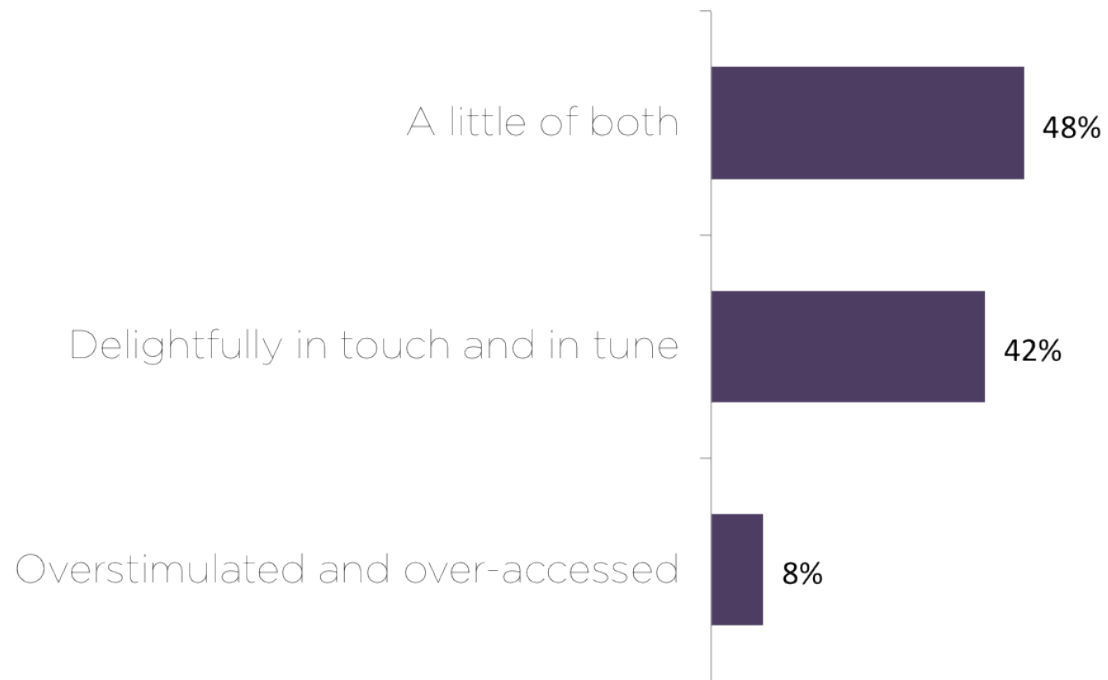
Q: What is the greatest benefit you receive from participating in social media? (choose one)



Women's Feelings About Social Media

Women Are More Likely to Feel “Delightfully in Touch and in Tune” Than “Overstimulated and Over-Accessed”

Ramification of Hyper-Connectivity



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Q: With the advent of social media, we are more connected than ever before. How does this make you feel?

What Women Are Saying: The Good, the Bad, and the Ambivalent

“Social media brings us all together in a way never imagined but everything in moderation.”

“It is enlightening to realize the different tastes, knowledge, and circumstances that are outside of my traditional circles.”

“I feel like I am closer to my friends now.”

“If I'm not online, I feel like I've missed out somewhat on what everyone's talking about or some latest news. However, I also enjoy time away from being online. Need to experience real life.”

“I am more in contact with everyone on a daily basis and more in the know.”

“I love that we can all connect and share online, but there are a few downsides, such as over-sharing, lack of privacy, and things getting blown out of proportion. People get bullied through social networks as well.”

“Love staying in touch but sometimes it's too much.”

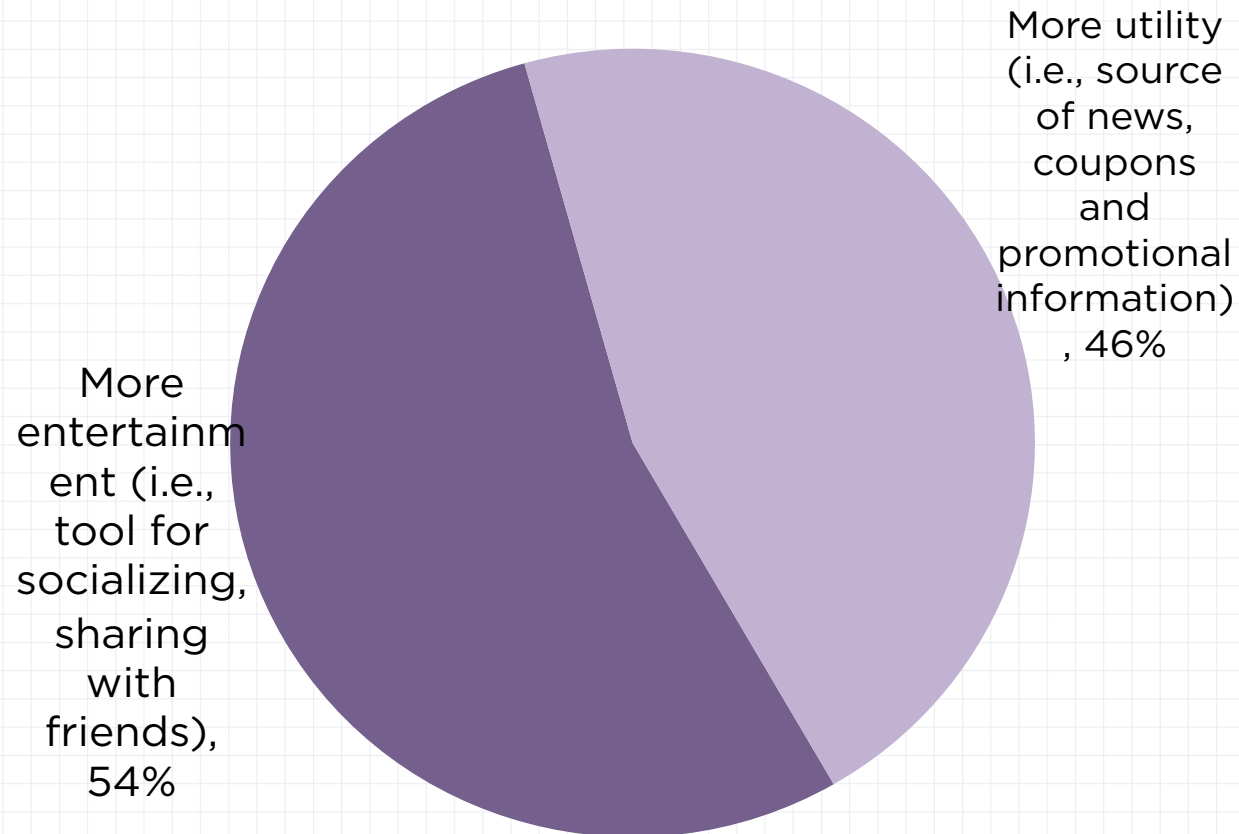
“Sometimes there's just too much information that I feel like I'm in overload, yet I want to connect and get myself out there”.

What Women Are Saying, Continued

- “I avoided the Myspace craze before, but have recently joined Facebook. I like that I can use my Facebook to reconnect with old friends and feel like I am somewhat social (I'm extremely introverted at times). However, I often find myself checking my Facebook on my phone too often, which distracts me from my work. I have also noticed friends often checking their Pinterest and Facebook as well, and at times, feel disconnected with them--as if I am sitting in a crowded room alone.”
- ”I love seeing pics and hearing about everyone’s life but at the same time sometimes people put too much information out there.”
- ”I think it is fantastic to be a mere click away from my friends and family. I love hearing what they are up to in real time. I also love that it's like we all share a virtual scrapbook.”
- “I love social media networks. I am able to keep up on the new trends and new products that hit the market before I even see them in my local stores sometimes. It's also a great way to see how people feel about a product and gives me a way to decipher if I really want to try it.”
- “I always find new brands on Facebook that I have never heard of before.”

Women Are Divided Over Social Media Being Utility or Entertainment

Social Media as Entertainment v. Utility

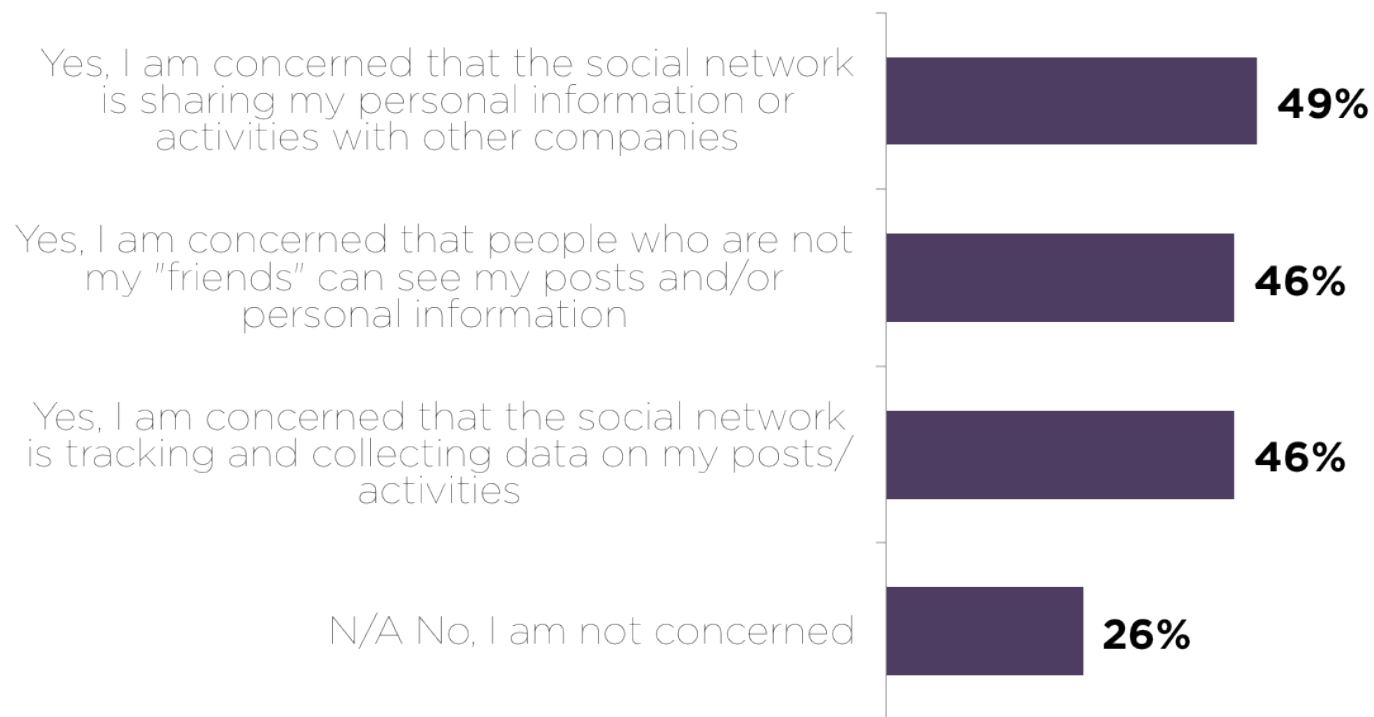


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Q: Do you consider social media more entertainment or more utility? (choose one)

Nearly Three-Quarters (74%) Are Concerned About at Least One Privacy Issue Regarding Social Media, and Women Have a Range of Privacy Concerns

Social Media Concerns



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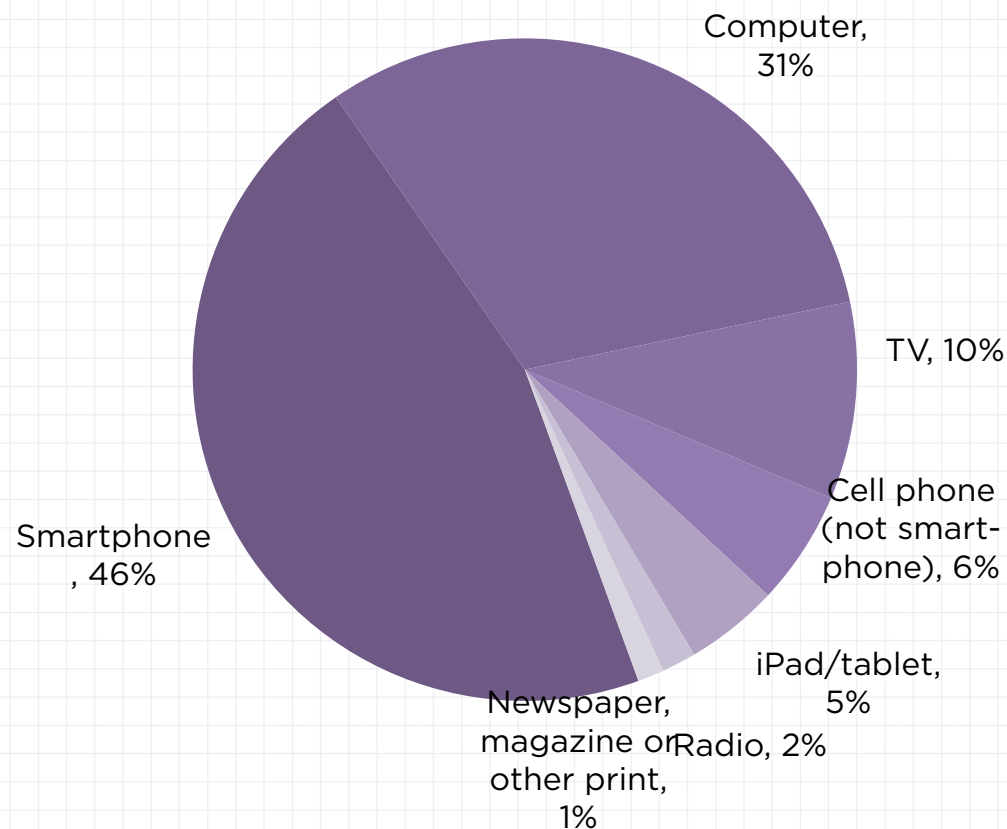
Q: With the advent of social media, we are more connected than ever before. How does this make you feel?

A Day in the Life of the Socially Connected Woman



Smartphones and Computers Are the First-Used Devices

Device/Media First Used



Demographic Differences:

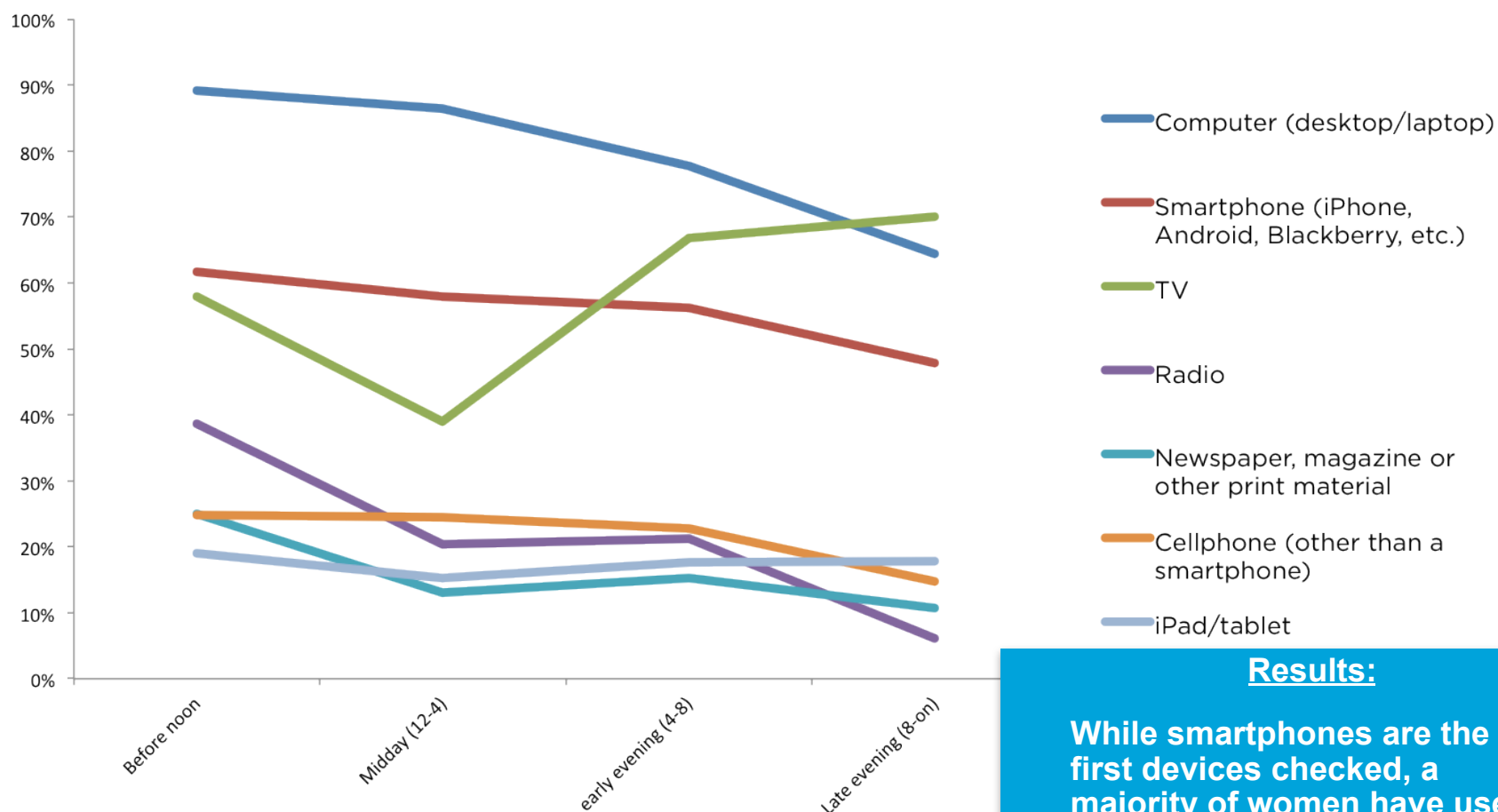
Younger women (under 40) are more likely to check their smartphones first, and older women (40+) are more likely to use their computers first. Older women are also relatively more likely to watch TV first thing in the morning.

Fulltime employed women are more likely to check smartphones, whereas homemakers are more likely to use a computer.

Q: On a typical weekday (Monday–Friday), which of the following devices/media sources do you look at/use first? (Choose one)

Computers, Smartphones and TVs Are the Most Popular Devices Used

Devices Used Throughout the Day



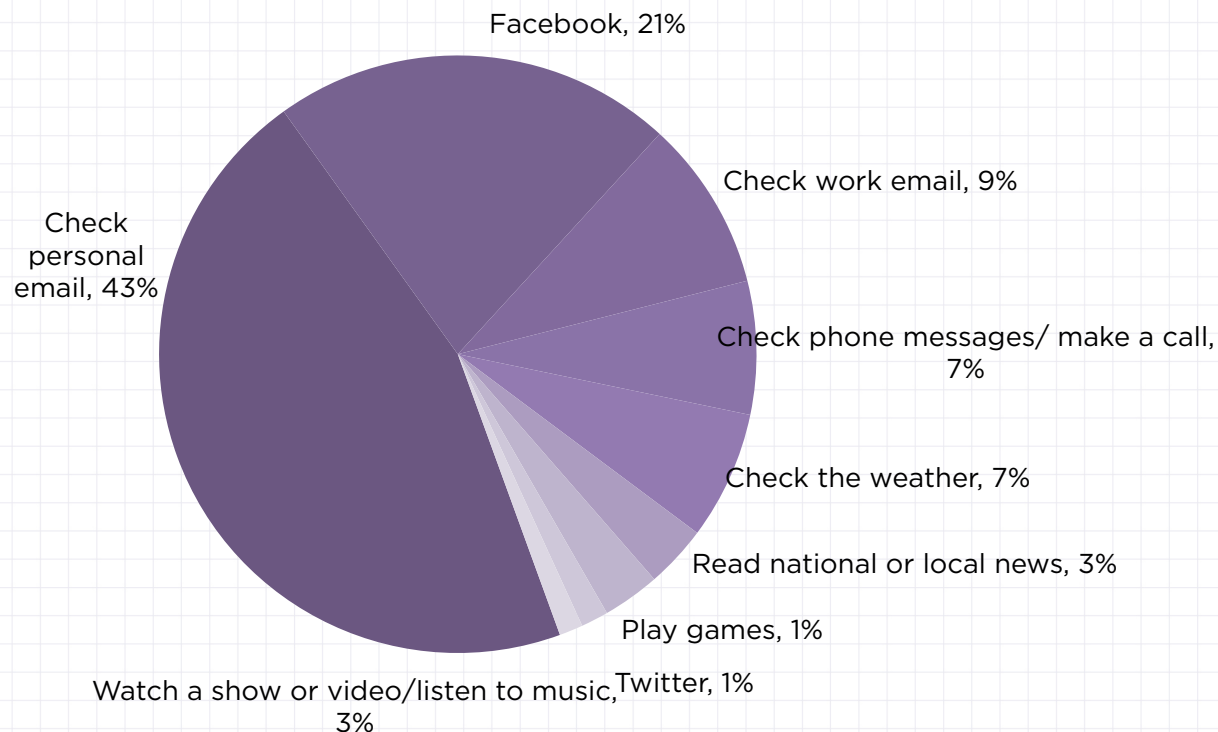
Results:

While smartphones are the first devices checked, a majority of women have used a computer, smartphone or TV by noon each day. TV use jumps up in the evening.

Q: During [time of day], which of the following do you typically use? (Choose all that apply)

Checking Personal Email and Facebook Are the First Daily Activities

First Digital/Media Activity of the Day



Q: When you look at that device/media source for the first time on a typical day, what is what is the first thing you do with it? (Choose one)

Note: Checking traffic, writing blog posts, working and shopping online all scored 0%

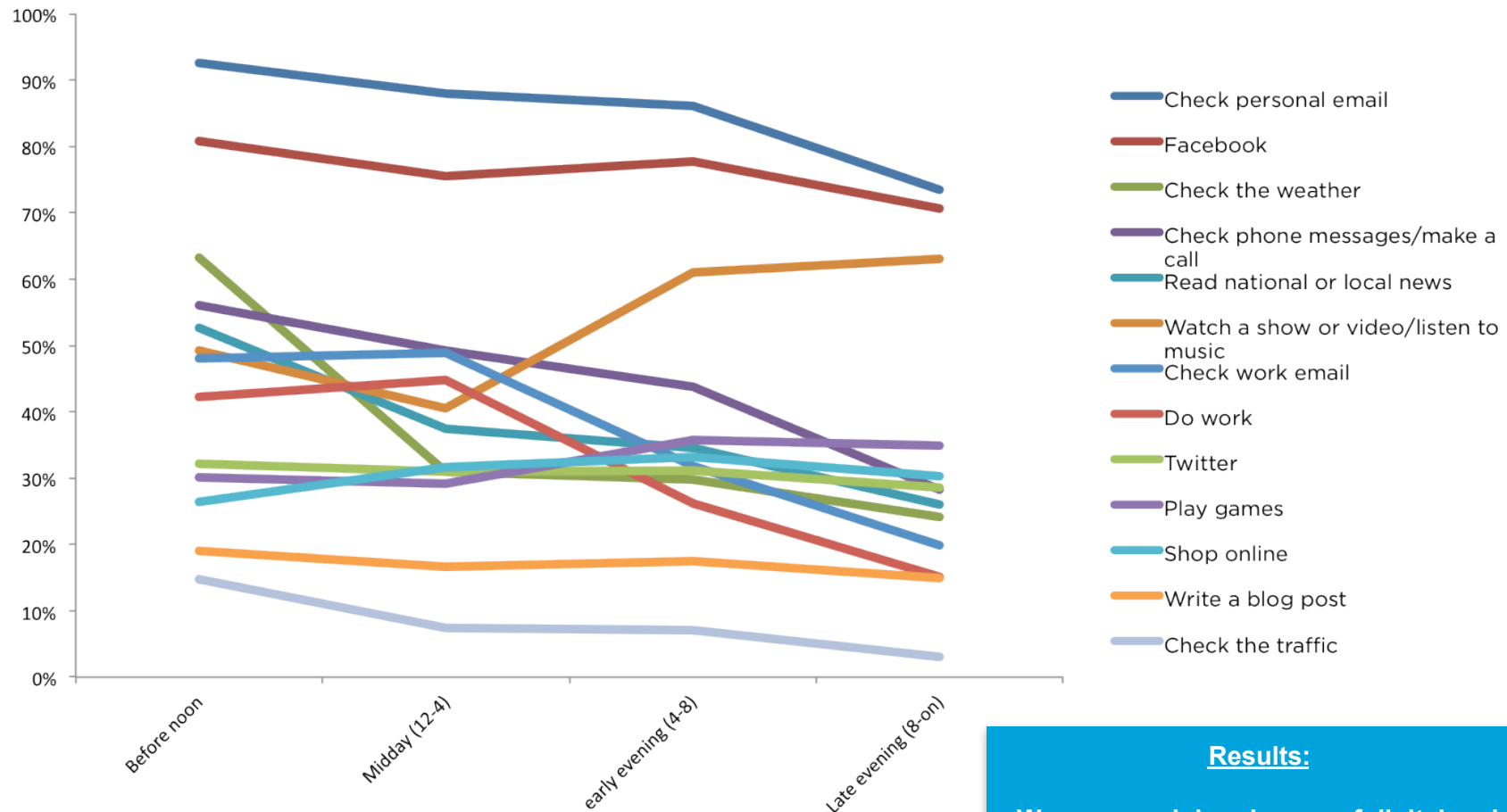
Demographic Differences:

While checking personal email is the top activity and Facebook is the 2nd most popular activity for women of all age groups, younger women are relatively more likely to look at Facebook first when compared with older women, who are slightly relatively more likely to read news or watch a show, or check the weather.

Moms (with kids under 18) are more likely to check Facebook first when compared with non-moms (23% v 14%).

Checking Email and Facebook Are the Most Popular Activities

Activities Throughout the Day

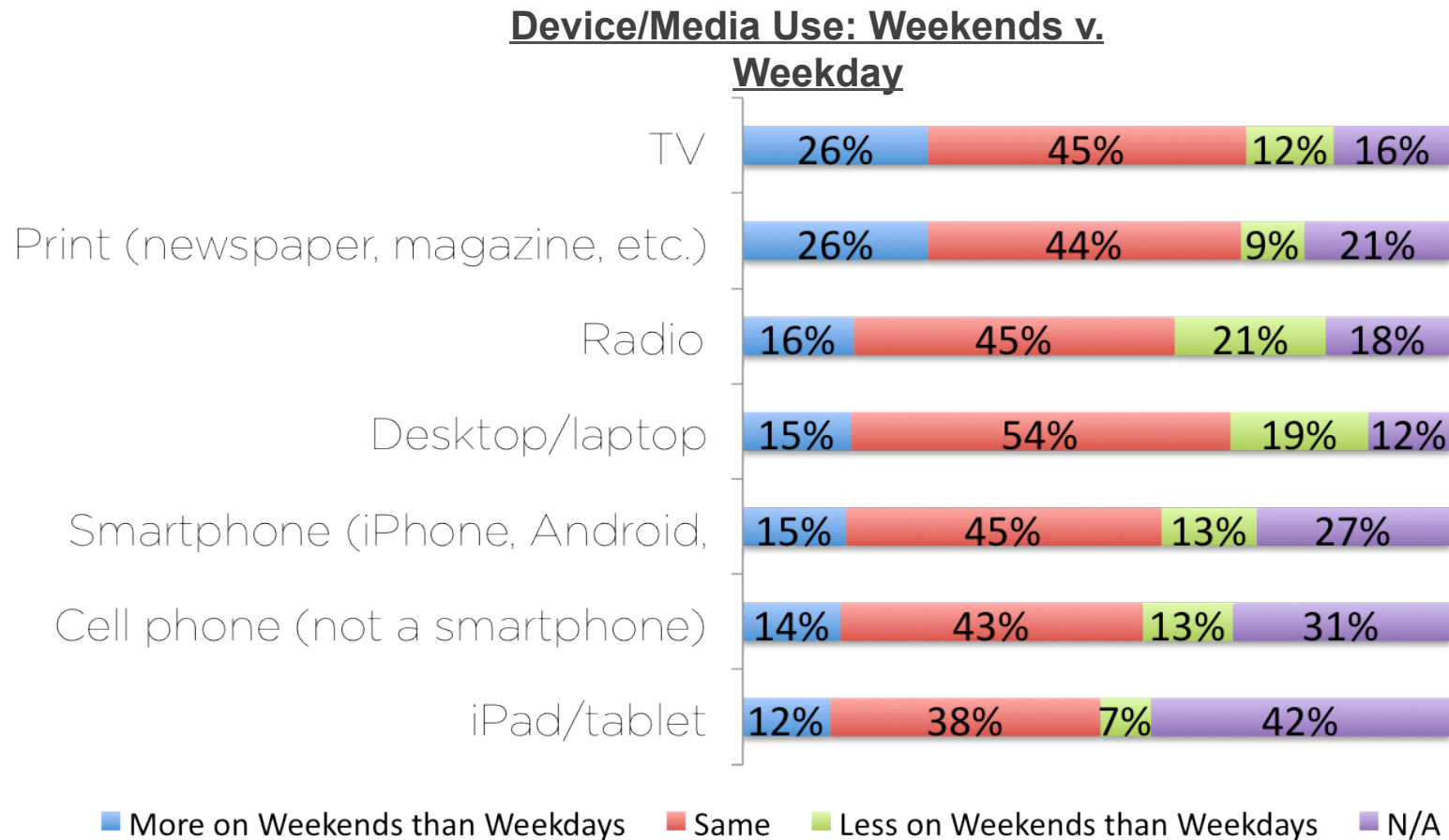


Q: During [time of day], which of the following do you typically use? (Choose all that apply)

Results:

Women are doing dozens of digital and media-based activities throughout the day. Certain activities decline during the day (i.e., checking weather) and some increase (i.e., watching TV shows)

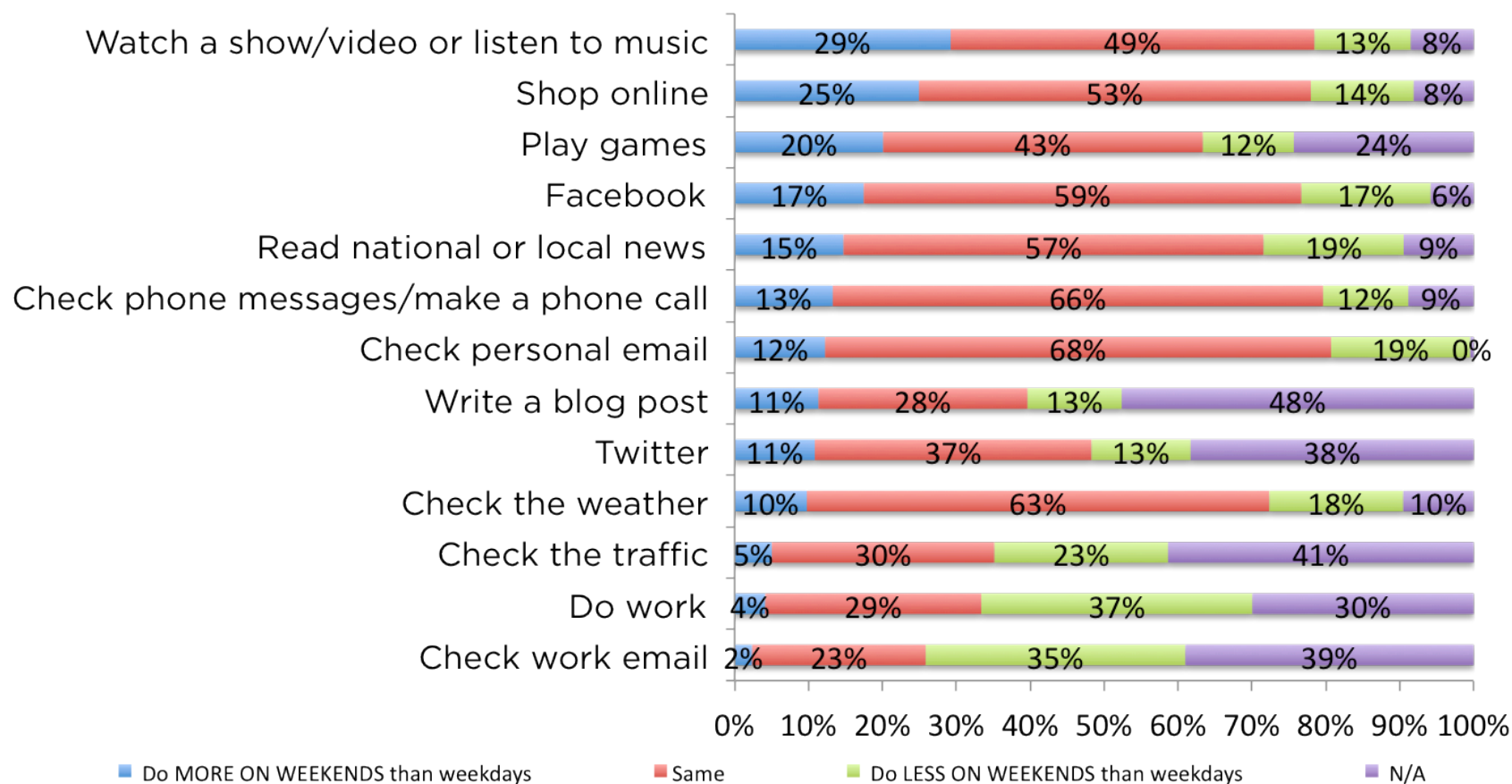
Traditional Media (Print and TV) Are Used Relatively More Frequently on Weekends Than on Weekdays



Q: On weekends, do you use each of these devices/media more, the same, or less than you use them on weekdays?

Women Watch More Shows, Shop Online and Play Games More on Weekends

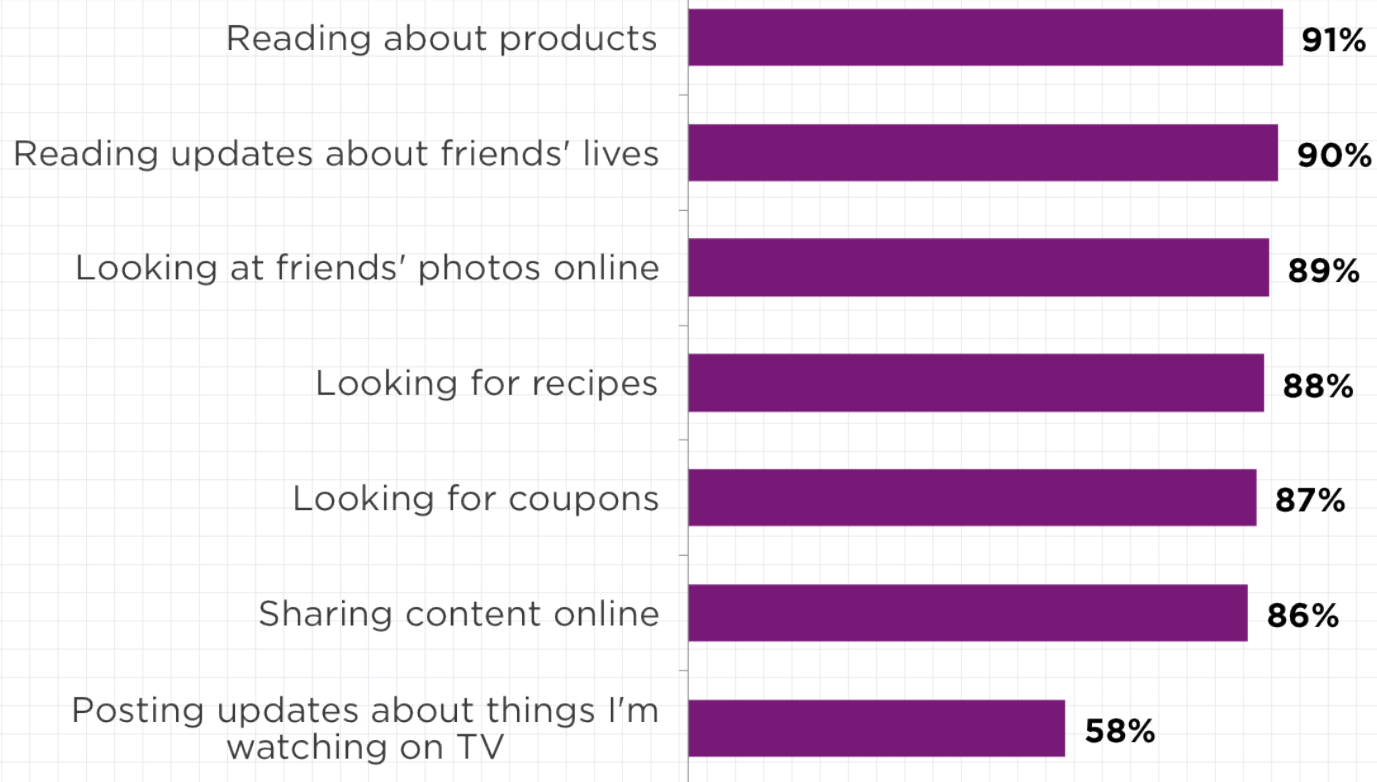
Online Activities: Weekends vs. Weekdays



Q: On weekends, do you do each of these more, the same, or less than you do them on weekdays?

Engagement With Types of Content/Online Activities

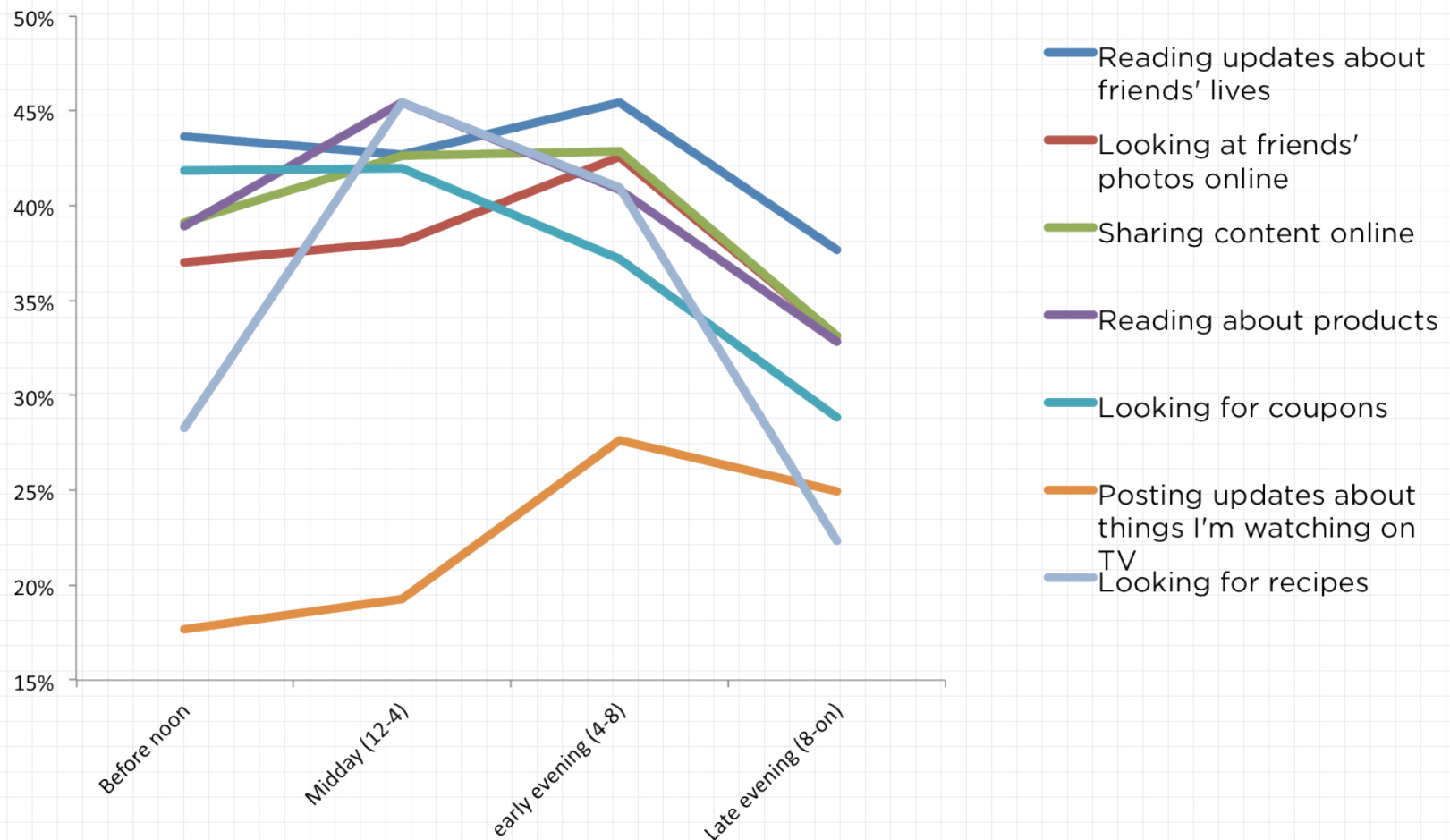
Proportion of Women Who Do Each Activity



Q: At what times of day do you find yourself most engaged (i.e., reading content, posting comments) about the following types of content online?

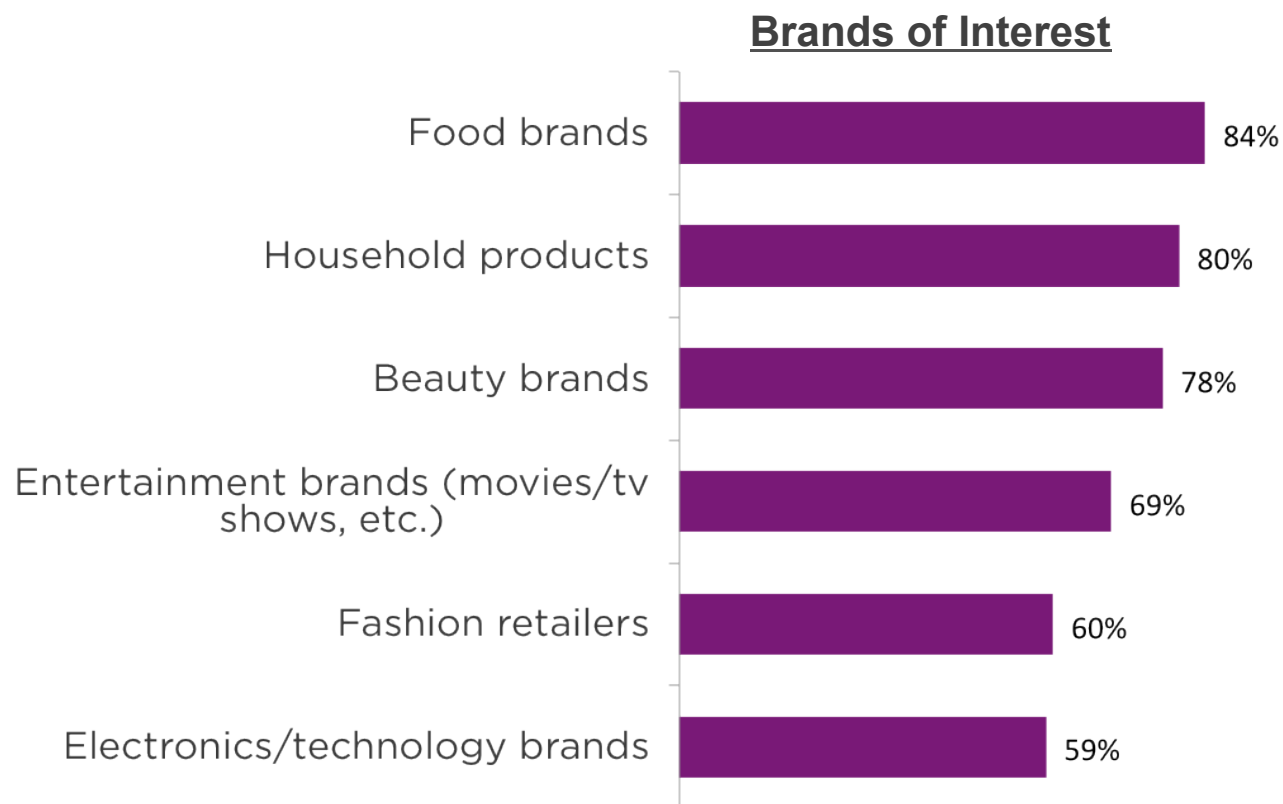
Women Read Updates About Friends' Lives All Day Long

Activities Throughout the Day



Q: At what times of day do you find yourself most engaged (i.e., reading content, posting comments) about the following types of content online?

Women “Follow” and Post About Many Brand Categories, Particularly Food, Household Products and Beauty Brands



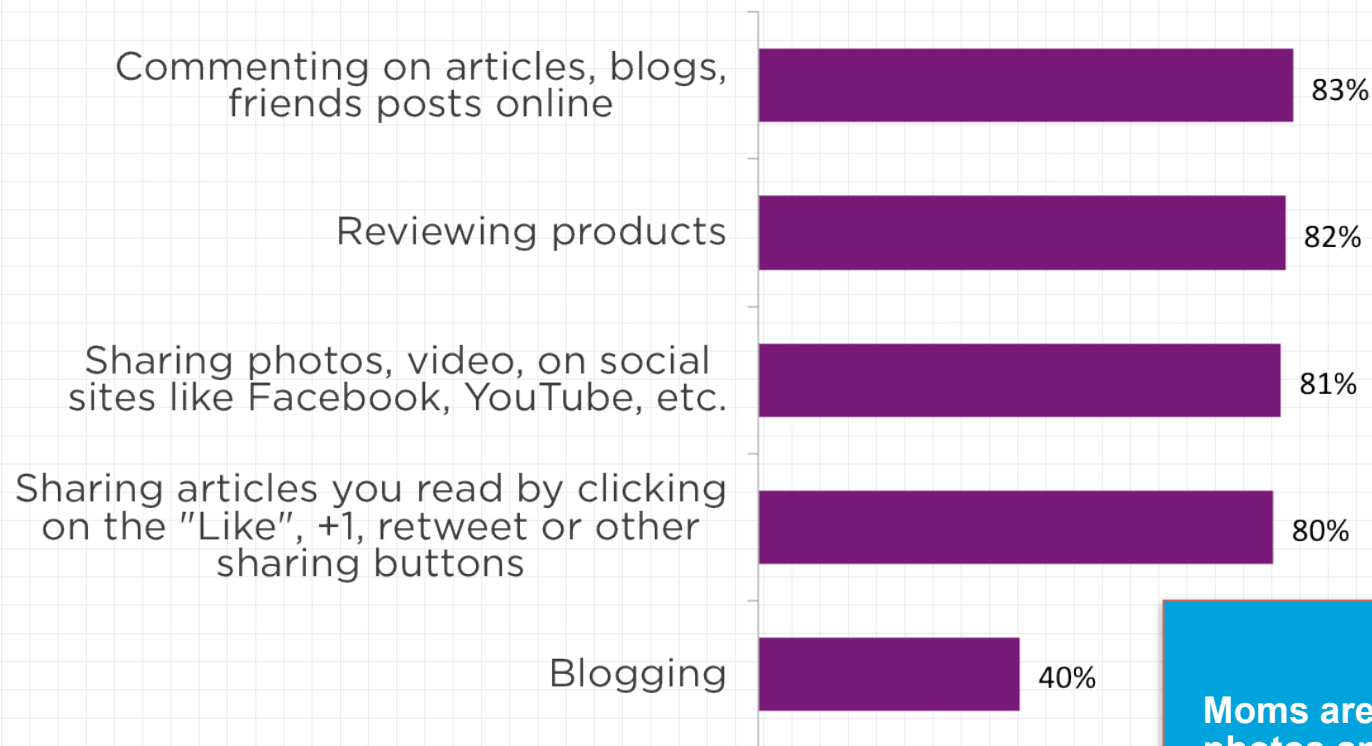
Results:

Moms are more likely to follow food and household product brands (Food: 88% vs 69% for non-moms and Household products: 84% vs. 69% for non-moms)

Q: Do you "follow," read content about or post about any of the following types on brands on Facebook, Twitter or Pinterest?

Women Are Social Online in Every Way

Ways Women Like to Be Social Online



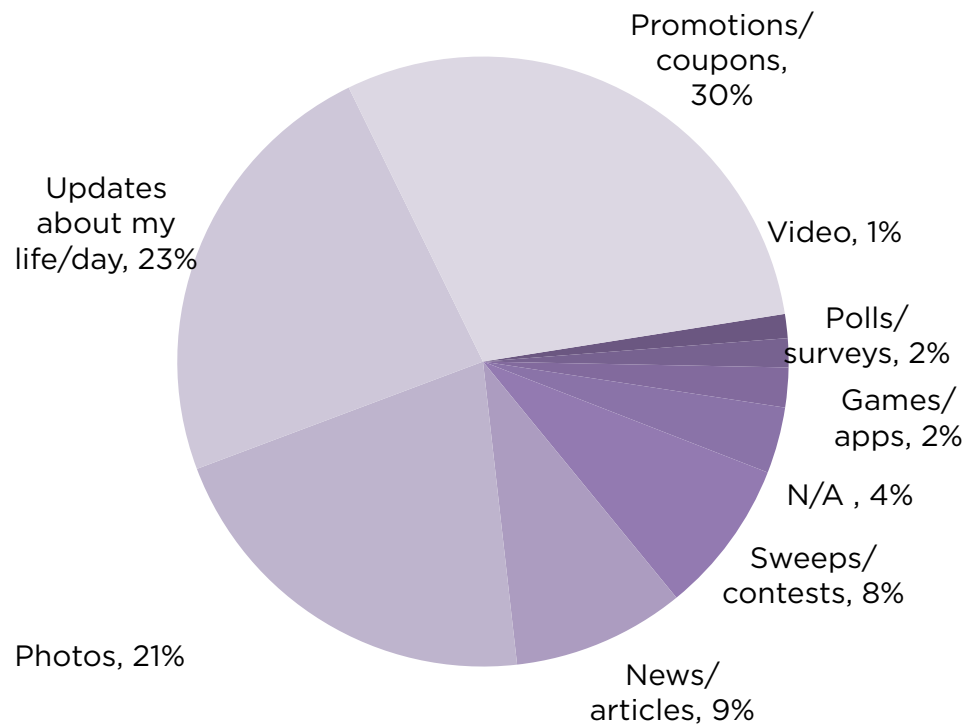
Results:

Moms are more likely to share photos and share articles with the "like" button, etc. (Photos: 84% vs. 74% for non-moms and Articles: 83% vs. 74% for non-moms)

Q: How do you like to be "social" online? (Choose all that apply)

Women's Favorite Items to Share Are Promotions/Coupons, Updates About Their Lives and Photos

Favorite Types of Content to Share

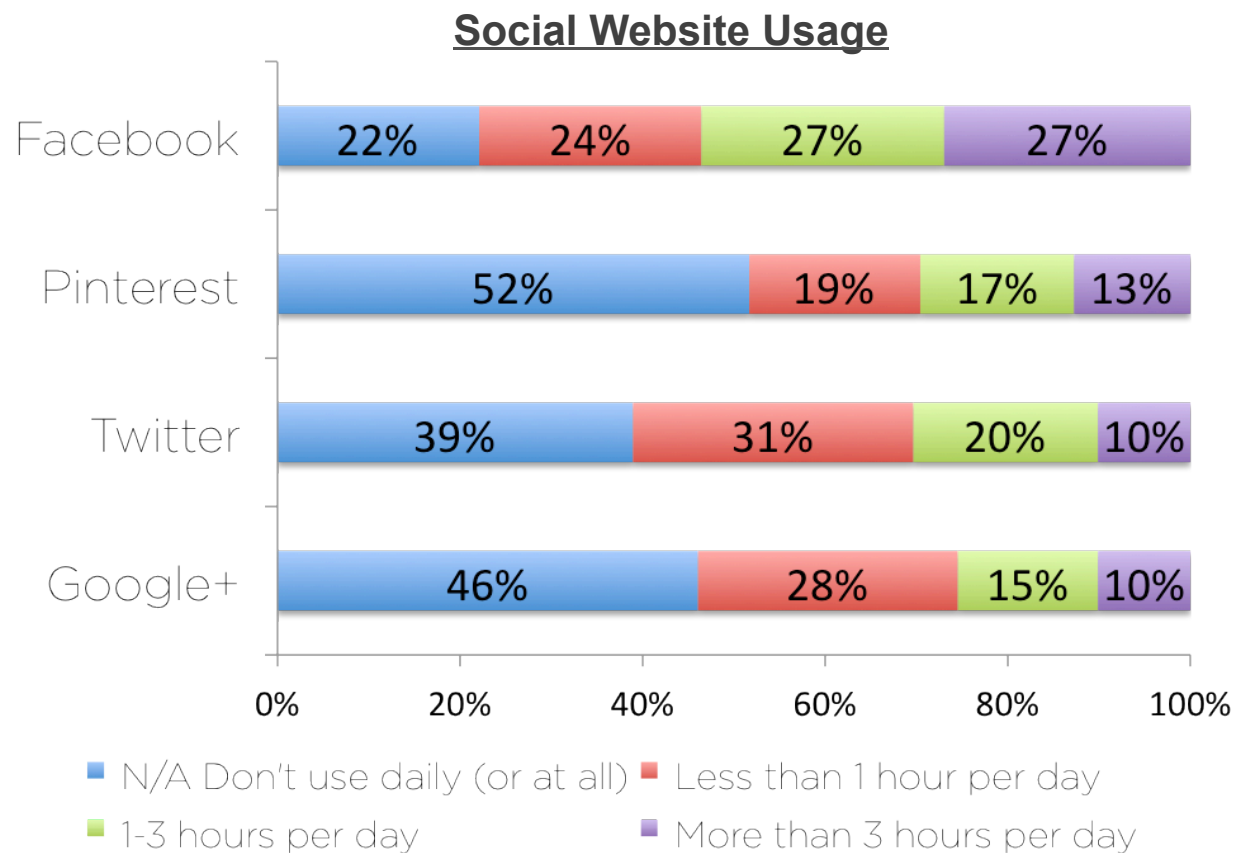


Demographic Differences:

Homemakers are relatively much more interested in sharing promotions/coupons (37%) vs. women who work fulltime (25%). Fulltime employed women are relatively more interested in sharing photos (27% vs. 20% for homemakers) and news/articles (12% vs. 5% for homemakers).

Q: What types of content do you like to share most with others, either by posting the content online, emailing links to friends, etc.? (Choose one)

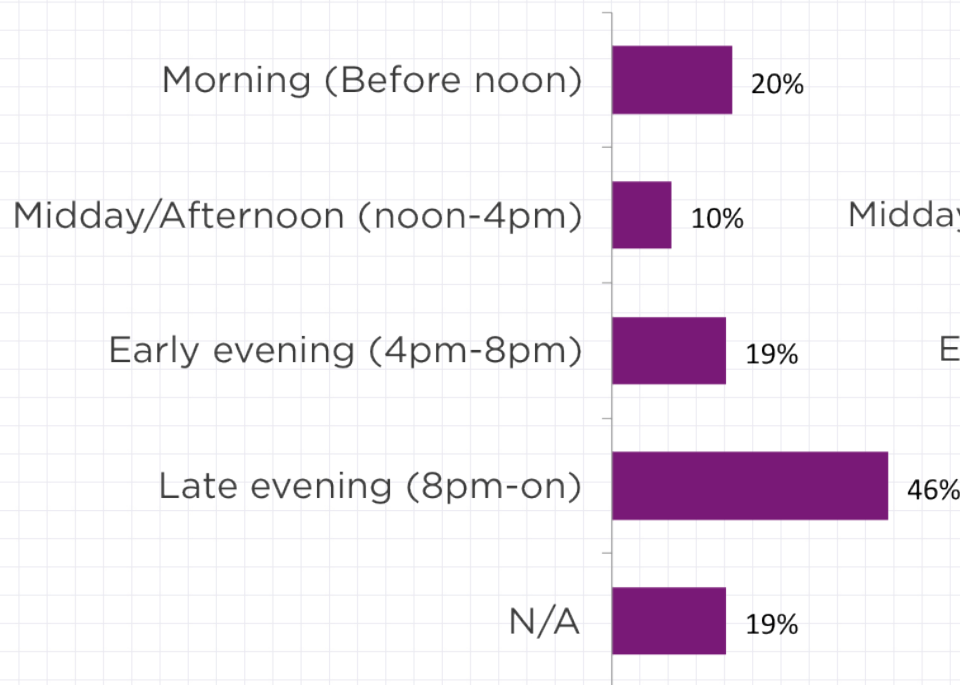
Facebook Garnerers the Highest Amount of Daily Traffic



Q: How many hours do you spend each day on each of these social websites?

Women Are More Likely to Check out in the Evening and Check in During the Day

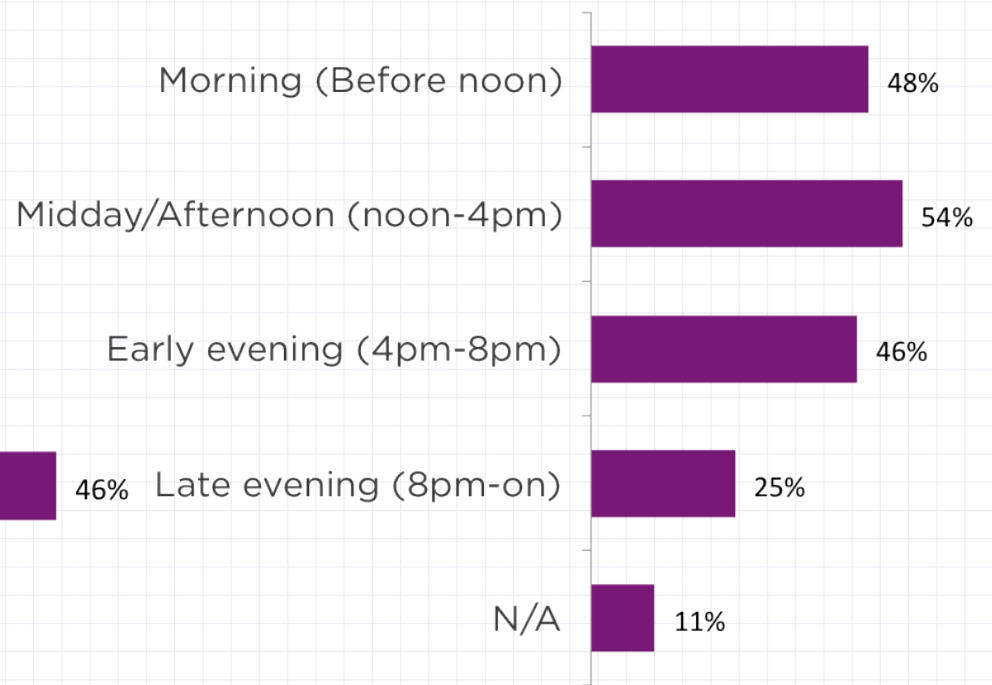
Times to “check out”



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Q: Are there certain times of day when you like to “check-out” and not be available by social media, email, phone, etc.?

Times to “check in”



Q: Looking at the flip side, are there times of day when you think it is important to be available and connected on social media, email, phone, etc.?



Methodology



Methodology

The research was conducted in a series of three online surveys fielded between January through March 2012 among the SheSpeaks panel with over 15,000 women U.S. women participating. The SheSpeaks panel includes U.S. women who are socially active, both online and offline.

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