Why She Shares
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.

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Women share for altruistic reasons

- 86% are inspired to share when they've found information that would be interesting to others
- 83% are motivated to share information about deals and promotions

Only 27% say they would want to be paid to give their opinions

VS

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

49% vs 50%
Moms interact with 2x more people online than non-moms.

Content not couponing is 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

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.

51%, 50%, 46%, 33%
Detailed Findings

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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.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Motivation</th>
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<tbody>
<tr>
<td>86%</td>
<td>When I’ve found information that I think will be interesting to others</td>
</tr>
<tr>
<td>83%</td>
<td>I share information about deals and promotions to help others get free or</td>
</tr>
<tr>
<td></td>
<td>discounted items</td>
</tr>
<tr>
<td>68%</td>
<td>Sharing opinions and experiences is part of who I am</td>
</tr>
<tr>
<td>67%</td>
<td>I want to warn people about issues of concern (social issues, unhealthy</td>
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<tr>
<td></td>
<td>foods, unsafe products)</td>
</tr>
<tr>
<td>63%</td>
<td>I get free stuff from companies for sharing my opinions</td>
</tr>
<tr>
<td>60%</td>
<td>Sharing with others makes me feel good about myself</td>
</tr>
<tr>
<td>56%</td>
<td>I want to inspire change</td>
</tr>
<tr>
<td>43%</td>
<td>I have specialized knowledge about the topics I share my thoughts</td>
</tr>
<tr>
<td>27%</td>
<td>I get paid to give my opinions (by advertisers, an employer, etc.)</td>
</tr>
<tr>
<td>3%</td>
<td>Other</td>
</tr>
</tbody>
</table>

Q: What inspires you to share your opinions and experiences with others?
Donating Money and Volunteering at the Top Ways Women Share Offline

- 69% Donated money to a charitable cause
- 61% Volunteered
- 50% Held a social event at your home with 10 or more guests
- 40% Attended a public meeting on town or school affairs
- 33% Attended an event at a private club (e.g., sports club, business club)
- 29% Held a leadership role in a local organization (i.e., PTA leader, church group leader)
- 7% Wrote an article for your local newspaper
- 12% None of the above

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

Wednesday, February 29, 2012
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% v 50%) 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?

- Read content on social media (i.e., Facebook)
- Post status updates, photos, etc., on social media (i.e., Facebook, Twitter)
- Forward a coupon or promotional code in an e-mail or on social media
- Vote in an online poll
- Post a comment under a news article, blog post, topic of interest, etc.
- Make new friends online (through community websites, chatting online, etc.)
- Create/post photos or videos on a public website (YouTube, Flickr, etc.)
- Post a product review on a shopping or review website (e.g., Amazon.com, e-pinions, Zagat)
- Send an e-mail to a company or organization
- Make business contacts on-line (i.e., on LinkedIn)
- Send an email to a well known media company (e.g., Time, Newsweek, NBC, etc.)
- Sign an on-line petition
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.

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

- **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
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.
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%).

Listening is a key trait of social women

Q: Which of the following describe you strongly?

- I listen carefully to the opinions of others: 82%
- I often try new products before my family, friends, and colleagues do: 81%
- My family, friends, and colleagues often ask my advice: 77%
- I am confident in expressing my opinion in front of others: 74%
- I can make a real difference in the world by sharing information: 58%
- Networking is one of the most important resources I use to get ahead: 42%
- I enjoy trying to change people’s minds about issues: 40%
- People say that I seem to know almost everybody: 37%
- N/A none of the above: 1%
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 a lot 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).

What is the most satisfying aspect of writing your blog?

- 33% It is a place where I can share my feelings and thoughts
- 34% I can make money from it
- 14% I can help others save money
- 13% Getting posts/feedback from others
- 4% Other
- 2% I can help others by sharing my knowledge and experiences
- 4% Other

Wednesday, February 29, 2012
Women believe that others are listening to their opinions

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

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

Wednesday, February 29, 2012
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%).

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>In person (face-to-face)</td>
<td>89%</td>
</tr>
<tr>
<td>Via Email</td>
<td>76%</td>
</tr>
<tr>
<td>Over the phone</td>
<td>68%</td>
</tr>
<tr>
<td>Post on my social networking page</td>
<td>67%</td>
</tr>
<tr>
<td>Post a review on a shopping or opinion website</td>
<td>47%</td>
</tr>
<tr>
<td>Post a message on an online discussion forum</td>
<td>44%</td>
</tr>
<tr>
<td>Contribute feedback on the company website</td>
<td>41%</td>
</tr>
<tr>
<td>By SMS/Text message</td>
<td>40%</td>
</tr>
<tr>
<td>Over IM (Instant Message)</td>
<td>22%</td>
</tr>
<tr>
<td>Write an entry in my blog</td>
<td>21%</td>
</tr>
<tr>
<td>Create and post a video about my experience</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
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</table>

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?

Wednesday, February 29, 2012
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 are more likely to Tweet to a company (26% for 20-29 vs. 16% for 40-49). 62% of moms use email, 54% of non-moms. 40% of moms phone a company vs. 32% non-moms.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sent an email to a brand company</td>
<td>60%</td>
</tr>
<tr>
<td>Posted a comment on a brand/company Facebook page</td>
<td>49%</td>
</tr>
<tr>
<td>Phoned a company</td>
<td>38%</td>
</tr>
<tr>
<td>Addressed a comment to a company/brand on Twitter</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>N/A None of the above</td>
<td>18%</td>
</tr>
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**Q:** This question is about how you interact with brands/companies. Which of the following have you done in the past month?

*Wednesday, February 29, 2012*
### 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%)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>I want to give feedback about a product</td>
<td>69%</td>
</tr>
<tr>
<td>I needed customer service support</td>
<td>68%</td>
</tr>
<tr>
<td>I have a question about a product</td>
<td>54%</td>
</tr>
<tr>
<td>I wanted to show support for a brand, just because I like it</td>
<td>45%</td>
</tr>
<tr>
<td>I wanted to learn about promotions/deals from the brand/company</td>
<td>40%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>N/A I don’t reach out to companies</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

Wednesday, February 29, 2012
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?

- A bad experience with a product: 75%
- A bad customer service experience with someone from the company: 73%
- A good customer service experience with someone from the company: 69%
- A good experience with the product: 69%
- Incorrect or misleading information on the product’s label: 49%
- Inability to find a product in the store: 38%
- The company’s ethical/social responsibility: 31%
- Other: 2%
- N/A I would not want to talk to a CEO: 5%

Wednesday, February 29, 2012
Social Women Want to Hear from the Company, It's Not Just About Coupons

75% I want the company to respond to me/my question

52% I want the company to read what I write and use the information (but not necessarily respond to me)

45% I hope the company might send coupons or free products because I reached out to them

36% I want other women to see my post in case it was interesting/helpful to them

20% I want to be part of the conversation about the brand/company

1% Other

4% N/A I don’t contact companies

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

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

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.)
Friends, Instincts and Spouse/Partner are Most Influential

- Friends: 83%
- Your instincts: 74%
- Spouse/Partner: 68%
- Professionals (e.g., Doctors, Financial advisors, etc.): 46%
- Parents: 44%
- Media/Journalists/Commentators: 15%
- Clergy (e.g., pastor, rabbi, etc.): 6%
- Celebrities: 4%
- Other: 5%

Q: Who of the following are most influential to your opinions?
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)

- In-Person: 81%
- Email: 80%
- Facebook: 76%
- Smartphone: 45%
- Land-line phone: 40%
- Traditional Cell phone: 32%
- Twitter: 26%
- Instant Messenger: 26%
- iPad/Tablet: 13%
- LinkedIn: 7%
Among women who use each tool, smartphones, Facebook, Twitter and iPad sharing is growing the most.
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)
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