



*Bizrate Insights Hot Topic Study: Social Media Part 1**

Year-Over-Year Trends in Social Media Usage (2009 – 2011)

October 2011

*2011 data is from a joint study with Sucharita Mulpuru of Forrester Research

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Key Highlights

Social Media Usage

- Social media usage has increased from 54% in 2009 to 63% in 2011, mostly driven by Facebook.
- Consumers “liking” or “following” retailers has grown significantly year over year, from 6% in 2009 to 19% in 2011.
 - This is driven by younger online buyers (Generation Y, specifically).

Top 5 Reasons Online Buyers Follow Retailers via Social Media*

1. To find out about special deals.
2. To hear about the latest events.
3. To give the retailer their vote of approval or appreciation.
4. To read the latest news on the company.
5. Because they like having the retailer listed on their profile.

Top 3 Reasons Online Buyers Do NOT Follow Retailers via Social Media**

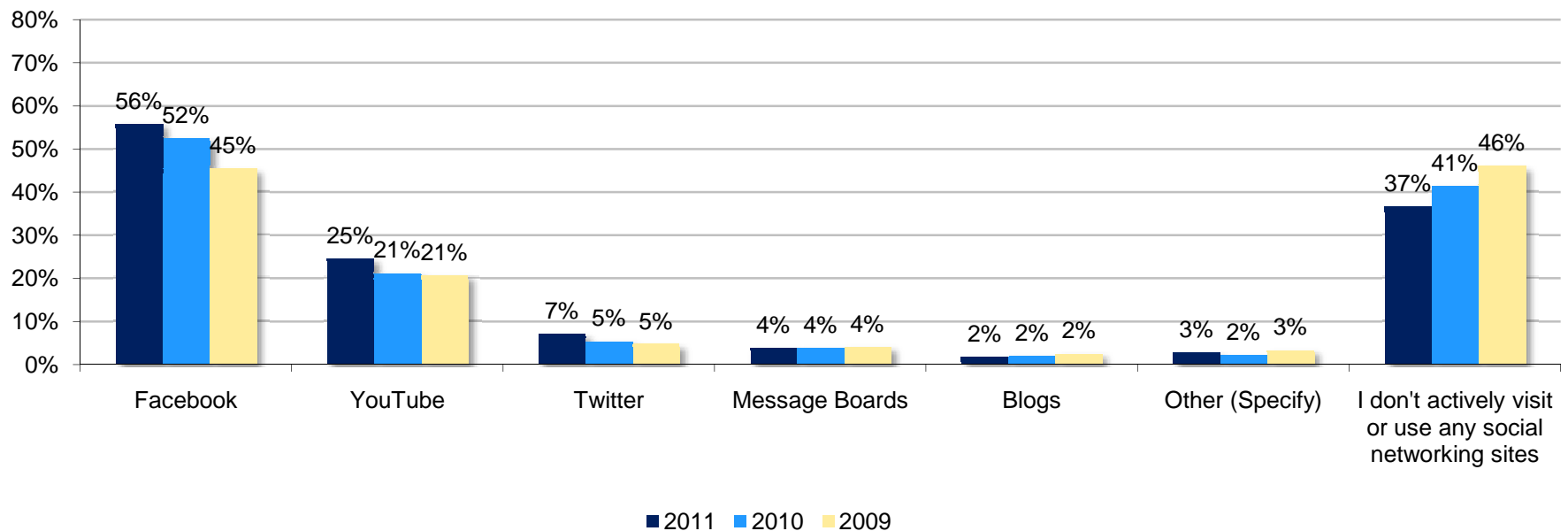
1. It didn't occur to them.
2. They are not interested.
3. They don't see the benefit.

Social Media Usage

Online Buyers' social media usage has grown 6.8% since 2010...

- 63% of online buyers report actively visiting or using at least one leading social outlet in 2011, as compared to 59% in 2010.
 - In 2009, 54% of online buyers reported actively using social media.

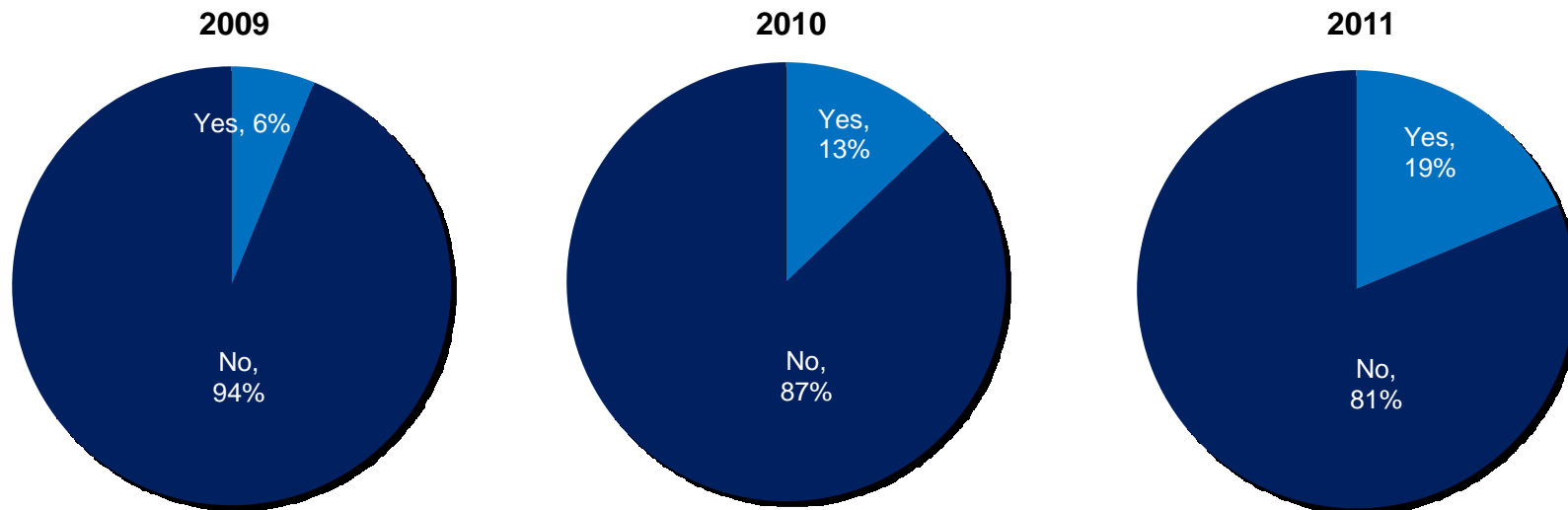
Which of the following do you actively visit or use?



... while “liking” or “following” of retailers increased by 46%

- In 2010, 13% of online buyers were following a retailer on a social networking site. This percentage has reached 19% in Q3 2011.
 - In 2009, only 6% of online buyers reported following a retailer.

Percent of online buyers that reported liking, following or otherwise interacting with retailers via social media, blogs or forums.



Younger consumers lead the pack in social media

- Social media usage is inversely proportional to age – a greater percentage of Generation Y online buyers are more active on each type of social medium than that of each successive older age group.
 - Generation Y is also more likely to engage with retailers via social media.

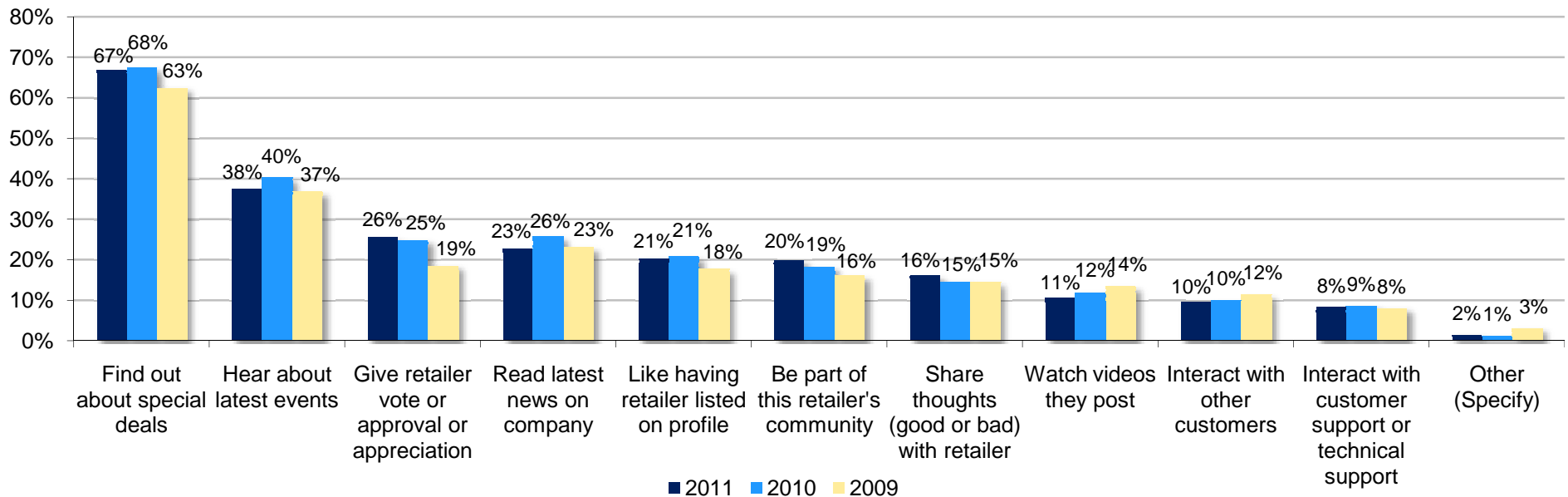
Which of the following do you actively visit or use (2011)?	Generation Y	Generation X	Baby Boomers	Seniors
Facebook	79%	63%	47%	33%
YouTube	45%	29%	17%	10%
Twitter	18%	8%	3%	1%
Message Boards	5%	5%	3%	1%
Blogs	4%	2%	1%	1%
Other (Specify)	2%	2%	3%	3%
I don't actively visit or use any social networking sites	15%	29%	46%	59%
% Who follow or like a retailer via any social media (2011)	33%	22%	13%	8%
% of Ecommerce (2011)	18%	30%	43%	9%

Online Buyers who follow retailers via social media

Deals and promotions drive likes and follows

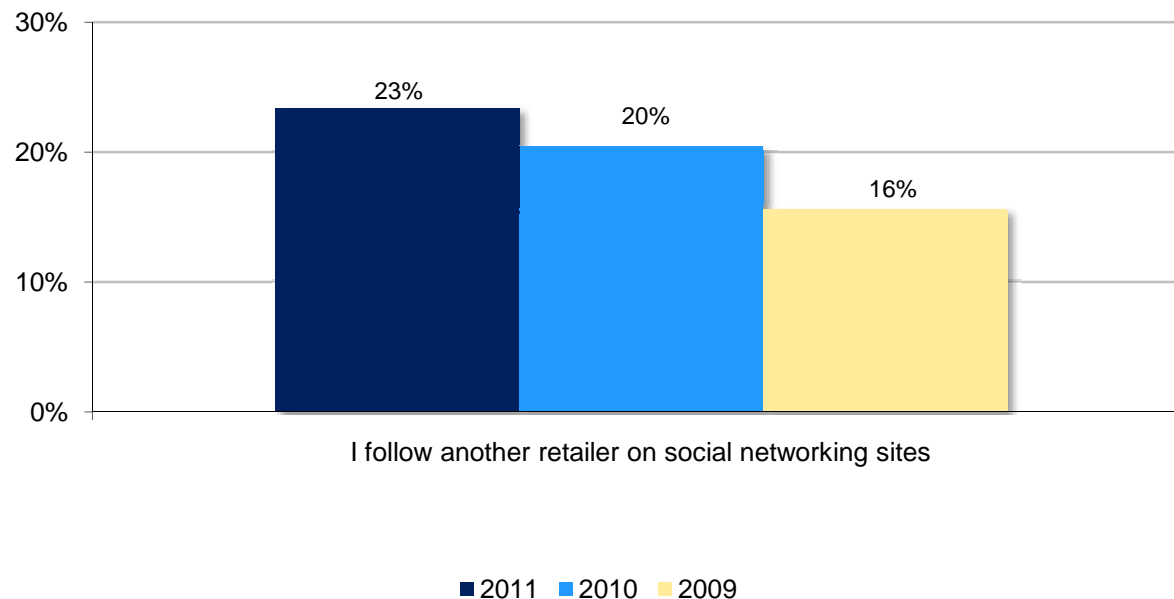
- The top driver since 2009, special deals maintain the top position as the most popular reason why consumers like or follow retailers via social media. Knowledge of events has remained in the second spot year over year as well.
 - Only “give a retailer a vote of approval or appreciation” changed relative rank, increasing to the third most popular reason.

Why do you follow this retailer on social networking sites?



23% follow a retailer, just not the one they just purchased from

- There is a primed and growing audience for retailers to increase their consumer following via social media.
 - The reasons for following other retailers mirror the reasons that consumers follow the retailer from whom they just made a purchase – with special deals leading the pack.

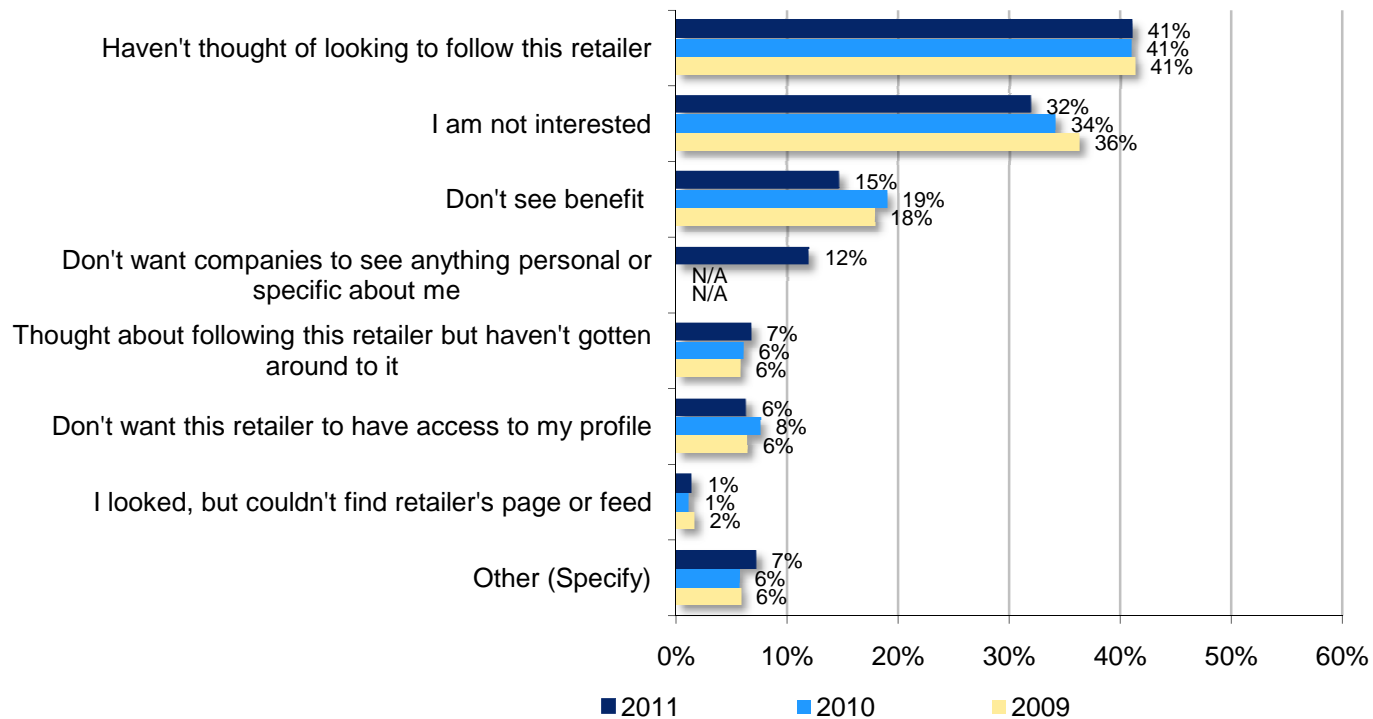


Online buyers who do *not* follow retailers via social media

Consumers aren't thinking about liking/following retailers

- 41% of online buyers haven't thought of looking to follow the retailer *from which they just made a purchase*.
 - Capturing consumer interest with a compelling value proposition at a time in which they can like or follow is a key to success.
- 23% of those who do not follow the retailer from which they just made a purchase do follow other retailers via social media.

Why don't you follow this retailer on any social networking sites?



About this study

Bizrate Insights ran the 2011 Flash in partnership with Sucharita Mulpuru at Forrester Research, and the 2010 and 2009 data as part of its Hot Topic program.

- **Study data collection**

- Bizrate Insights provides free, independent surveys for online retailers. Data for this study was collected from online buyers via Bizrate Insights' surveys offered immediately after purchase. It was run across Bizrate Insights' Network of over 5,000 ecommerce retailers in the US and Canada, from August 8th – 15th, 2011, with nearly 6,000 consumers submitting surveys. In addition, Bizrate Insights fielded questions as part of its Hot Topic program from October 19th – November 8th, 2010, with 31,000 consumers submitting surveys, and from November 5th, 2009 – January 20th, 2010, with 131,000 consumers submitting surveys.

- **About Bizrate Insights**

- Bizrate Insights empowers retailers to achieve their end goal of growing sales and consumer loyalty by helping them listen to their customers. For over 10 years, Bizrate's consumer feedback and ratings platform amplifies the consumers' voice in a way that is fast and measurable, resulting in insights, action, conversion, and consumer loyalty. Bizrate Insights provides tools and reports to over 6,000 retailers worldwide to enlighten them about the customer experience and make them aware of the "why" in what consumers think and do. Visit <http://bizrateinsights.com> to learn more about our free and paid buyer and non-buyer survey and reporting products.
- Bizrate Insights and Bizrate.com are part of the Shopzilla, Inc. network of websites that reach a global audience of over 40 million online shoppers each month.