10 Quick Facts You Should Know About Consumer Behavior on Facebook

From the 2011 Chadwick Martin Bailey Consumer Pulse
About this study

- **Independent Research:**
  - Conducted through the [CMB Consumer Pulse](#)
  - Supported by [Constant Contact](#)

- **Methodology:**
  - Data collected from 1,491 consumers, age 18+ in the United States through the Research Now online panel
  - Data was collected through a 15 minute online questionnaire fielded in January of 2011.
52% of Americans over 18 spend at least one hour a week on Facebook

**Hours per week spent on Facebook (by age)**

- **Overall**
  - More than 21 hours: 6%
  - 11-20 hours: 29%
  - 6-10 hours: 23%
  - 1-5 hours: 25%
  - Less than 1 hour: 11%
  - Have never used: 10%

- **Under 35**
  - More than 21 hours: 10%
  - 11-20 hours: 36%
  - 6-10 hours: 36%
  - 1-5 hours: 12%
  - Less than 1 hour: 18%
  - Have never used: 4%

- **35 to 49**
  - More than 21 hours: 8%
  - 11-20 hours: 31%
  - 6-10 hours: 22%
  - 1-5 hours: 25%
  - Less than 1 hour: 11%
  - Have never used: 5%

- **50 and Older**
  - More than 21 hours: 4%
  - 11-20 hours: 27%
  - 6-10 hours: 23%
  - 1-5 hours: 36%
  - Less than 1 hour: 6%
  - Have never used: 6%

Base: Those who go online • Q29. How many hours per week do you use Facebook?.
People interact with their favorite brands on Facebook far more than other social networks.

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>34%</td>
</tr>
<tr>
<td>Twitter</td>
<td>4%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>1%</td>
</tr>
<tr>
<td>Online community/forum/bulletin board</td>
<td>9%</td>
</tr>
<tr>
<td>Blogs</td>
<td>4%</td>
</tr>
<tr>
<td>MySpace</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>None of these</td>
<td>59%</td>
</tr>
</tbody>
</table>

Did You Know?

56% of those under 35 interact with their favorite brands on Facebook.

Base: Those who go online. Q31. What social networking sites do you use to interact with your favorite brand(s)?
Engagement is real: 78% of people who “like” brands on Facebook like fewer than 10 brands

Number of Brands Fanned on Facebook

Base: Those who are fans of brands on Facebook

Q32a. Approximately, how many brands are you a fan of?
58% of users “like” a brand because they are a customer

Top Five Reasons for Fanning Brands on Facebook

I am a customer of the company: 58%
To receive discounts and promotions: 57%
To show others that I like/support this brand: 41%
To be the first to know information about the brand: 31%
Gain access to exclusive content: 31%

Base: Those who are fans of brands on Facebook • Q32c: Why did you become a fan? Select all that apply.
Most fans “interact” with brands, primarily through reading brand’s posts and newsfeeds.

- **77%** Read the posts, news feeds, and offers posted by the brand
- **17%** Share experiences and news stories with others about the brand
- **13%** Post about the brand
- **17%** None of these

Base: Those who are fans of brands on Facebook. For brands that you are a fan of on Facebook, please describe what you do to interact with these brands.
76% of people have never “un-liked” a brand

Percentage of Fans who have and have not “un-liked” a Brand on Facebook

- Yes: 15%
- No: 76%
- Don’t Know: 9%

Did you know?

Fans over 35 are even more likely to stay fans.

Base: Those who are fans of brands on Facebook • Q32g. Have you ever “un-liked” any brands on Facebook?
56% of fans say they’re more likely to recommend a brand to a friend after becoming a fan

Percentage of fans likely to recommend brand to friends, after becoming fans

- Yes, for many brands: 36%
- Yes, for a few brands: 40%
- No: 8%
- Don’t Know: 16%

Base: Those who are fans of brands on Facebook. Q32f. Are you more likely to recommend to a friend since becoming a fan?
51% of fans say they’re more likely to buy a product since becoming a fan.

Did you know?
Fans age 50 and up: are the most likely to buy more for at least a few brands (44% vs. 35% of fans overall).

Base: Those who are fans of brands on Facebook. Q32e. Are you more likely to buy since becoming a fan?
45% of Facebook users’ time is spent in the newsfeed

Where Facebook Users Spend their Time

- Posting on walls: 49%
- Newsfeed: 45%
- Searching for people: 26%
- Sending emails: 20%
- Playing games: 17%
- Visiting your fan pages: 14%
- Other: 10%

Did you know?
Women are more likely to spend their time posting on walls—55% vs. 42% of men.

Base: Those who are fans of brands on Facebook. Q33. When you use Facebook, where do you spend most of your time? Select all that apply.
69% of Facebook users want to hear from some brands more than others

How much fans of brands on Facebook want to hear from brands on Facebook

- 69% I would like to hear from all of the brands I am a fan of the same amount
- 31% Some brands I want to hear from more often than others

Did You Know?
45% of Facebook users think most of the content they get is the same

Base: Those who are fans of brands on Facebook Q32h. Please select which of the following is true about your feelings towards the type of content you receive from brands you are a fan of on Facebook. Q32j. Please select which of the following is true about your feelings towards the frequency of content you receive from brands you are a fan of on Facebook.
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Learn how to use social media marketing to grow your business at www.socialquickstarter.com

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