Women and Social Media in 2012

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Objective:
Women’s social media habits in 2012

1. Trends in usage over the past 3-5 years
2. Emerging media platforms to watch
3. Purpose, influence, trust level per channel
4. Marketing outreach recommendations
In February 2012, BlogHer worked with leading market research and analysis firm Vision Critical and our own network of 37MM unique visitors to ask over 2,000 women how they use social media tools and why

**BLOGHER SAMPLE**

Survey fielded across network of 3,000 blogs & 37MM+ audience

N= 1,060 women and 21 men
Total: 1,081 aged 18-76

**TOTAL U.S. ONLINE POP**

Survey fielded on Vision Critical online panel

N=1,011 women and 500 men
Total: 1,511 aged 18-76

**TOTAL combined sample of 2,071 women**
What 2,000 women told us:

Do you want more confidence that your relevant messages will actually convert into action?

**Talk to bloggers.**
Blogs’ influence and trust level drive purchase intent
We trust what we use. Blog readers trust blogs most of all

“Do you trust the information and advice that you get from the following sources?”

Blogs | Facebook | Twitter | Pinterest

98% | 81% | yes

Source: 2012 Women and Social Media Study
U.S. Total Online Population Sample vs. BlogHer Network sample; active blog users
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060; Active blog users
No other source is as trusted by its active users

“Do you trust the information and advice that you get from the following sources?”

Blogs | Facebook | Twitter | Pinterest

Source: 2012 Women and Social Media Study
U.S. Total Online Population Sample vs. BlogHer Network sample; active users of each media source
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060; Active blog users
We purchase based on trust, and blogs drive highest percentage conversion from trust to action

“Have you ever **made a purchase** based on a recommendation from...?”

Blogs | Facebook | Twitter | Pinterest

87% | 61%

Source: 2012 Women and Social Media Study
U.S. Total Online Population Sample vs. BlogHer Network sample; active blog users
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© 2012 Women and Social Media Study by BlogHer
We purchase based on trust, and blogs drive highest percentage conversion from trust to action

“Have you ever made a purchase based on a recommendation from...?”

<table>
<thead>
<tr>
<th>Medium</th>
<th>BlogHer Sample</th>
<th>Total U.S. Online Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs</td>
<td>87%</td>
<td>61%</td>
</tr>
<tr>
<td>Facebook</td>
<td>54%</td>
<td>33%</td>
</tr>
<tr>
<td>Twitter</td>
<td>30%</td>
<td>31%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>53%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Source: 2012 Women and Social Media Study
U.S. Total Online Population Sample vs. BlogHer Network sample; active users of each media source
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060
Blogs driving purchase intent is a consistent data point across our vertical surveys: Consumer Electronics

“Have you ever used advice from a blog, or information or status updates on a social network to help with a consumer electronics purchase?”

CE purchase intent drives high engagement with blogs

84% Used advice from blogs
69% Used information or status updates on a social network
56% BLOGHER SAMPLE
53% TOTAL U.S. ONLINE POP

Source: Jan 2012 Consumer Electronics Study, BlogHer
Blogs driving purchase intent is a consistent data point across our vertical surveys: **Beauty**

“Which resource is most helpful to provide **beauty product advice** and recommendations?”

- **61%** FAMILIAR BLOGGER
- **46%** STORE WEBSITE
- **33%** SOCIAL NETWORK
- **20%** MESSAGE BOARD
- **19%** BLOG THAT WAS STUMBLED UPON IN SEARCH

Source: Oct 2010 Beauty is in the Eye of the Blog Holder study, BlogHer
Blog readers prefer blogs for information. Facebook is our source for play and friendship.

“For each of these categories, which online source is best suited for your purposes?”

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Blogs</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>To help make purchase decisions</td>
<td>36%</td>
<td>17%</td>
</tr>
<tr>
<td>To get product information</td>
<td>37%</td>
<td>17%</td>
</tr>
<tr>
<td>To seek advice and recommendations</td>
<td>39%</td>
<td>35%</td>
</tr>
<tr>
<td>To find out about new products</td>
<td>41%</td>
<td>24%</td>
</tr>
<tr>
<td>To have fun</td>
<td>41%</td>
<td>77%</td>
</tr>
<tr>
<td>To contribute to a community</td>
<td>28%</td>
<td>41%</td>
</tr>
<tr>
<td>To stay up to date with friends and family</td>
<td>20%</td>
<td>87%</td>
</tr>
<tr>
<td>For entertainment</td>
<td>50%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Source: 2012 Women and Social Media Study
U.S. Total Online Population Sample vs. BlogHer Network sample
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060; Active blog users
Trend watch: In less than one year, Pinterest has adoption to match Twitter, and relevance to beat Twitter

“For each of these categories, which online source is best suited for your purposes?”

<table>
<thead>
<tr>
<th>Category</th>
<th>Twitter</th>
<th>Pinterest</th>
</tr>
</thead>
<tbody>
<tr>
<td>To help make purchase decisions</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>To get product information</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
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Blog readers are most likely to incorporate online/social into their purchase process

“At what point do you turn to an online or social media site when you are about to purchase something?”

<table>
<thead>
<tr>
<th></th>
<th>Gen Pop Daily Blog Readers</th>
<th>Gen Pop</th>
<th>BlogHer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>It's the first thing I do when I want to buy something</strong></td>
<td>35%</td>
<td>23%</td>
<td>49%</td>
</tr>
<tr>
<td>When I’ve narrowed my decision down to a couple of choices</td>
<td>42%</td>
<td>35%</td>
<td>57%</td>
</tr>
<tr>
<td>When I’m in a store shopping (on mobile)</td>
<td>9%</td>
<td>5%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>After I get home from shopping</strong></td>
<td>11%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>I don’t go online or to social media for a shopping decision</td>
<td>19%</td>
<td>41%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: 2012 Women and Social Media Study, Gen Pop N = 1011, BlogHer N = 1060, Daily Blog Readers N = 217

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BlogHer vs. General Population media usage: What’s mainstream?

Source: 2012 Women and Social Media Study:
U.S. Total Online Population Sample vs. BlogHer Network sample
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060
BlogHer vs. General Population media usage: What’s simmering?

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BlogHer vs. General Population media usage: What’s leading edge for 2012?

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Top 3 online vs. offline sources for inspiration: Online can deliver the “flip through” experience

“Where do you go to find inspiration for cooking or recipes?”

<table>
<thead>
<tr>
<th></th>
<th>ONLINE</th>
<th>OFFLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOOD BLOGS</strong></td>
<td>82%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>RECIPE WEBSITE</strong></td>
<td>80%</td>
<td>63%</td>
</tr>
<tr>
<td><strong>PINTEREST</strong></td>
<td>58%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>COOKBOOKS</strong></td>
<td>63%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>MAGAZINES</strong></td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>TV SHOW</strong></td>
<td>17%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: 2012 Women and Social Media Study:
U.S. Total Online Population Sample vs. BlogHer Network sample
Vision Critical US Total Online N = 1,011; BlogHer sample N = 1,060
Comparing online influencers: Blog review

Disclosure

Beautiful kid picture

Substantive review

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I received my samples of Dreamy Yum ice cream and was tickled by the very hip, clever label design and the fun, wacky flavor names - Passionately Peach, Caramel Craving, Va-Va-Vanilla and Risoque Raspberry. Next was the biggest test - the taste. I'm happy to report that every bite of every flavor was beyond divine! Each had its own unique spin - Caramel Craving had a teeny hint of cinnamon that made my taste buds explode. Va-Va-Vanilla was, well, unbelievably creamy beyond any ice cream I've ever tasted. And Risoque Raspberry, my absolute fave flavor, had detestable ribbons of caramel and chocolate liqueur swirling throughout.

In case you can't tell, I'm sold. It's impossible to believe that this product has only 65 calories per serving. And like the ad says, "Resistance is futile." This is one happy reviewer. Run, don't walk, to your local market for Dreamy Yum Premium Ice Cream. Two thumbs up!
Comparing online influencers: Facebook friends

- Starts with a question
- Beautiful food picture
- Multiple positive comments
Comparing online influencers: Celebrity endorser

Beautiful food picture

Avoid bias of real celebrity

Primary product selling point
Users want substantive advice

Which online influencer is the most trustworthy?

Source: 2012 Women and Social Media Study
U.S. Total Online Population Sample vs. BlogHer Network sample
Vision Critical US Total Online N = 1,011 BlogHer sample N = 1,060
In their own words: Vast majority share positive impact of social media

“In a few sentences, please give us a personal anecdote about how social media has impacted your life either positively or negatively.”

2,465
Total open-ended responses

95%
Response rate

96%
BlogHer anecdotes sharing a positive personal story

66%
General Population anecdotes sharing a positive personal story [21% neutral, 13% negative]

“Social media has made a big impact because now I’m able to interact with brands and other consumers directly at the push of a button. I am more informed about products and customer reviews.”

“Blogging has given me a sense of self. It has given me a purpose beyond being a mother. It helped me discover my hobbies and drives much of what I do for enjoyment.”
Key takeaways for marketers

1. With social media gone mainstream, our motivations to use different tools are diverse.

2. Content helps deliver value, not distraction. Content assets deliver long-term value.

3. Online media is delivering inspiration, not just information.

4. Deeper trust drives better conversion into action.