

# Social Media: Who Are You Reaching?

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Presented by

 **wba** RESEARCH

Mid-Atlantic Marketing Summit  
September 15, 2017  
Baltimore, MD



# Background

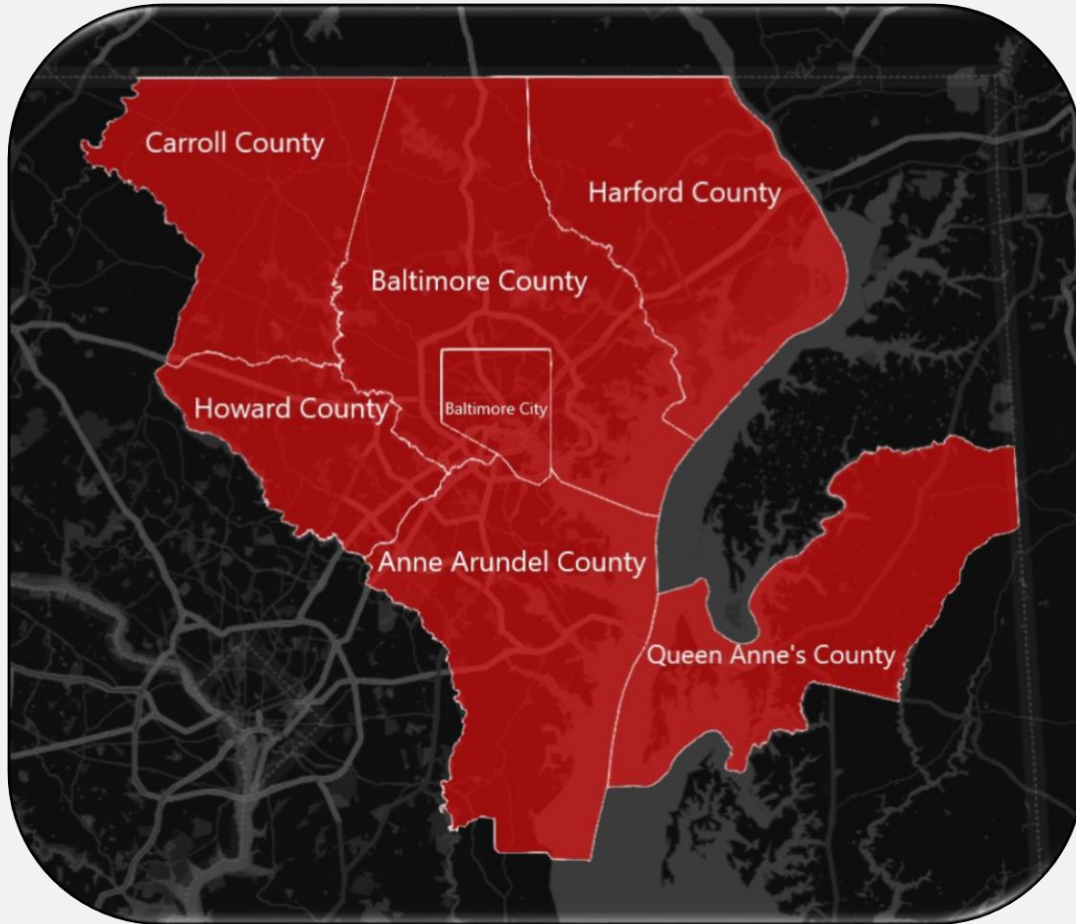
**WBA's MarkeTrak<sup>®</sup> Study established in 1989**

**Omnibus survey of households in the Baltimore Metro Area**



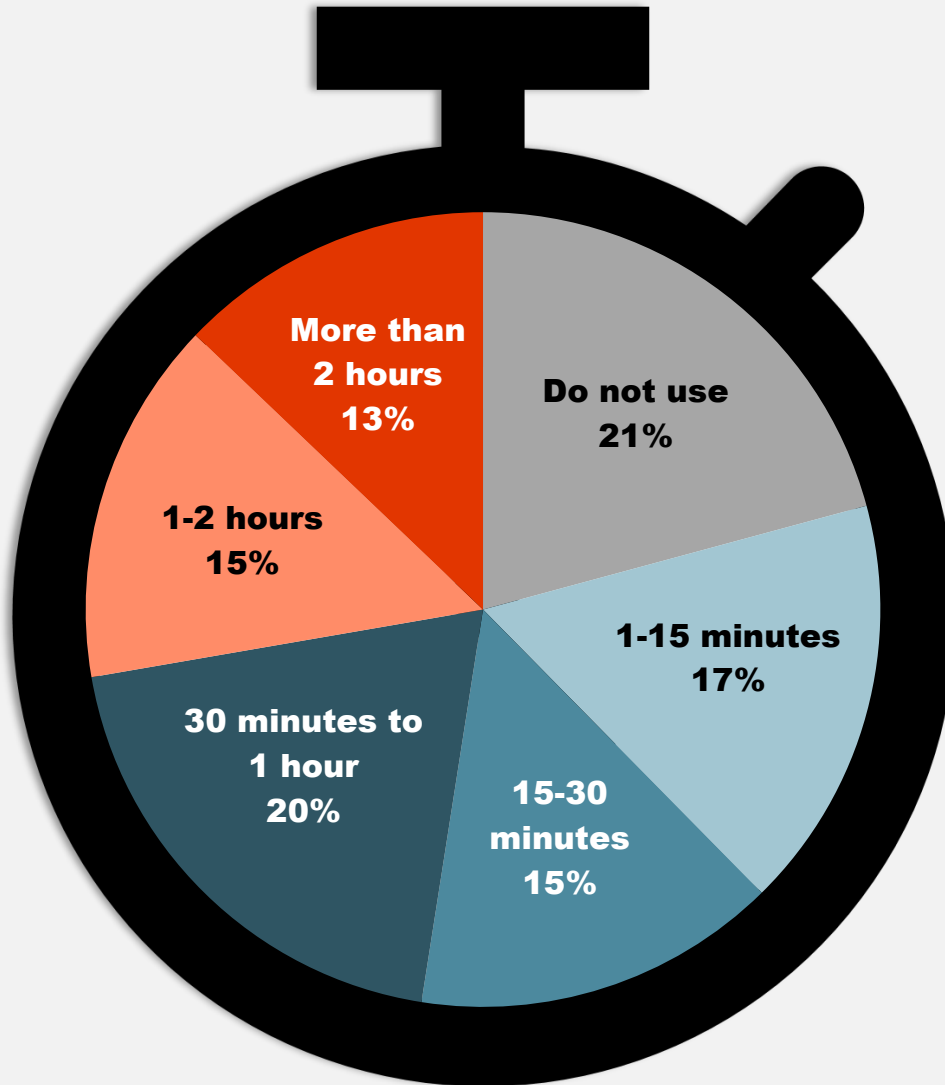


# Background

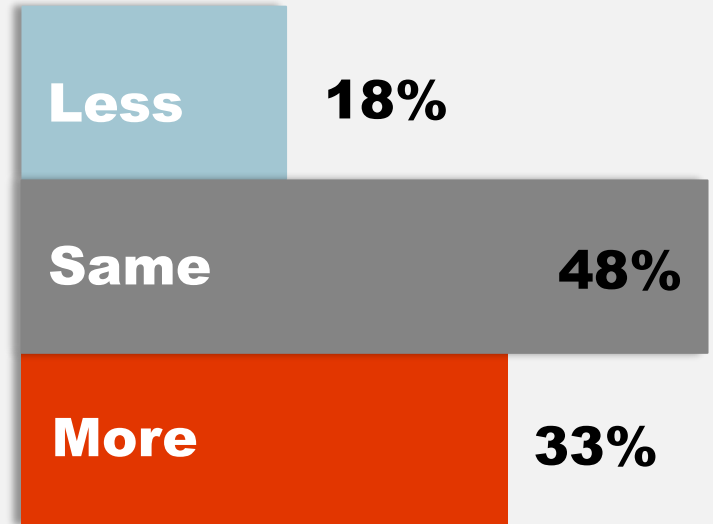


# Time Spent on Social Media

**Daily**

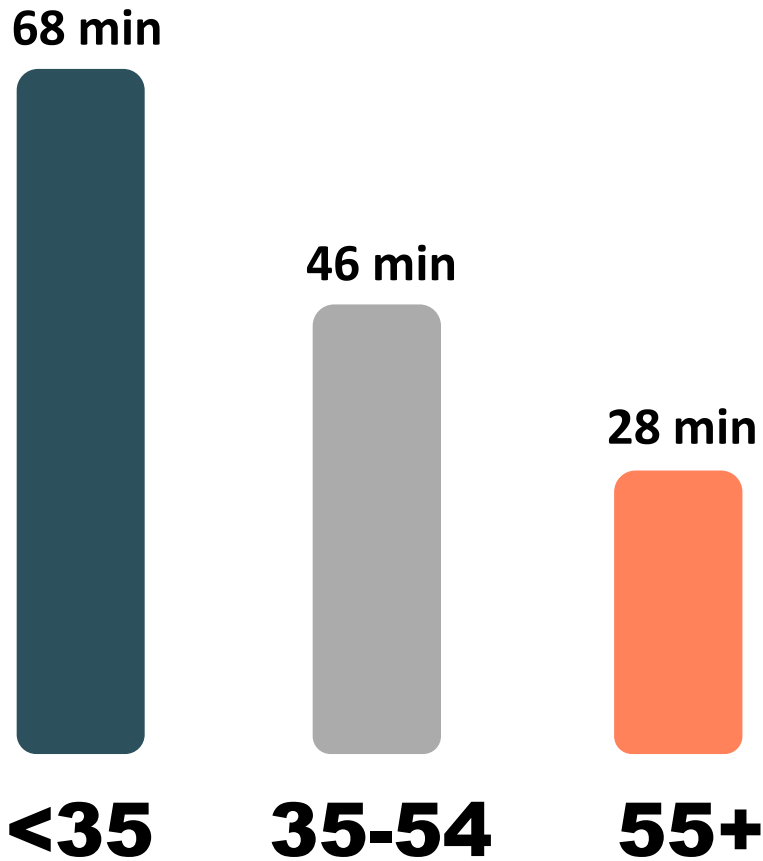


**Compared to one year ago**

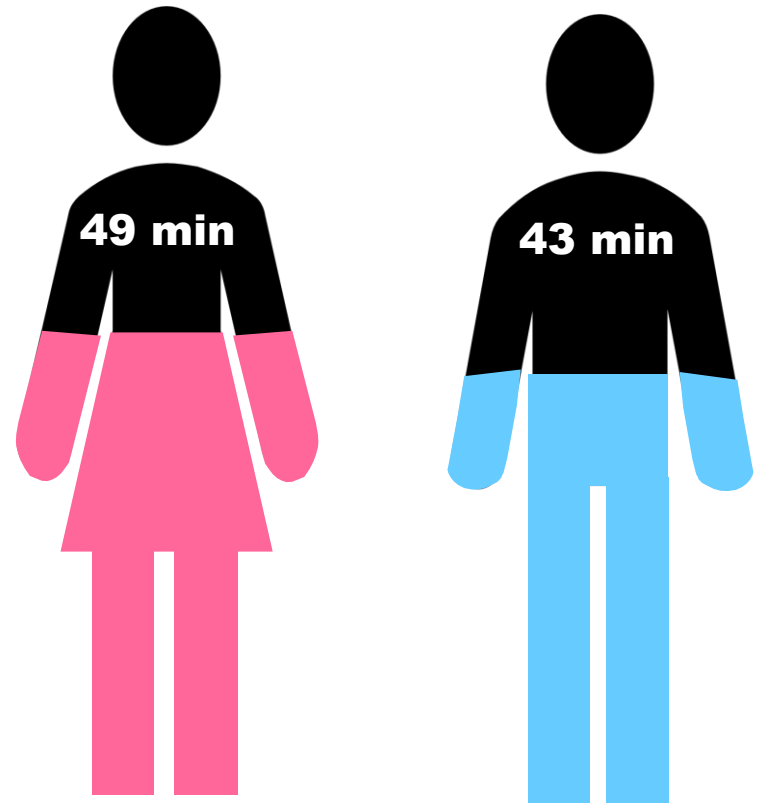


# Time Spent on Social Media

## Average Time Spent on Social Media by Age

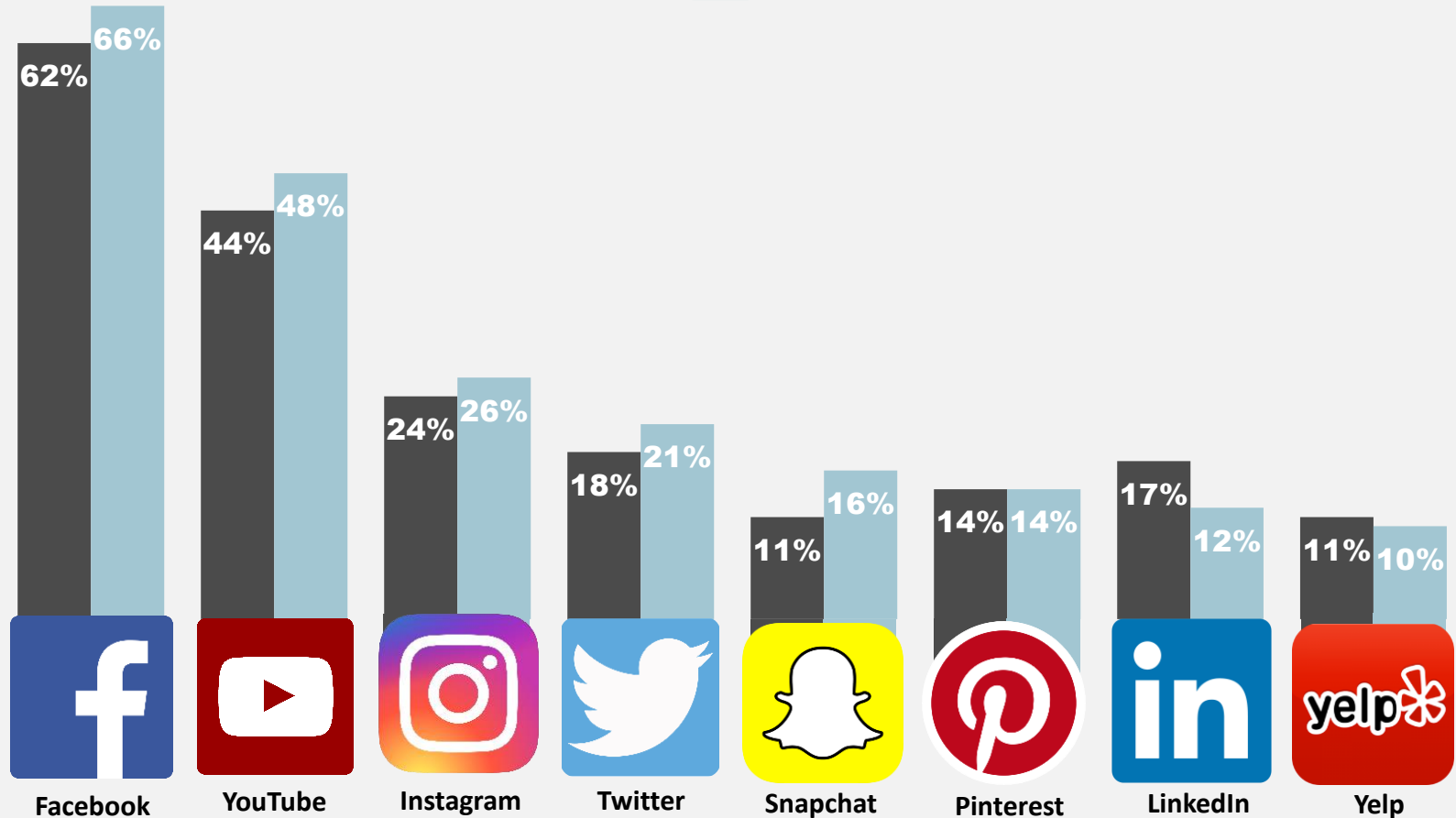
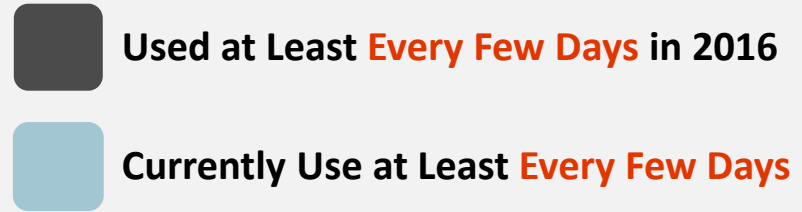


## Average Time Spent on Social Media by Gender



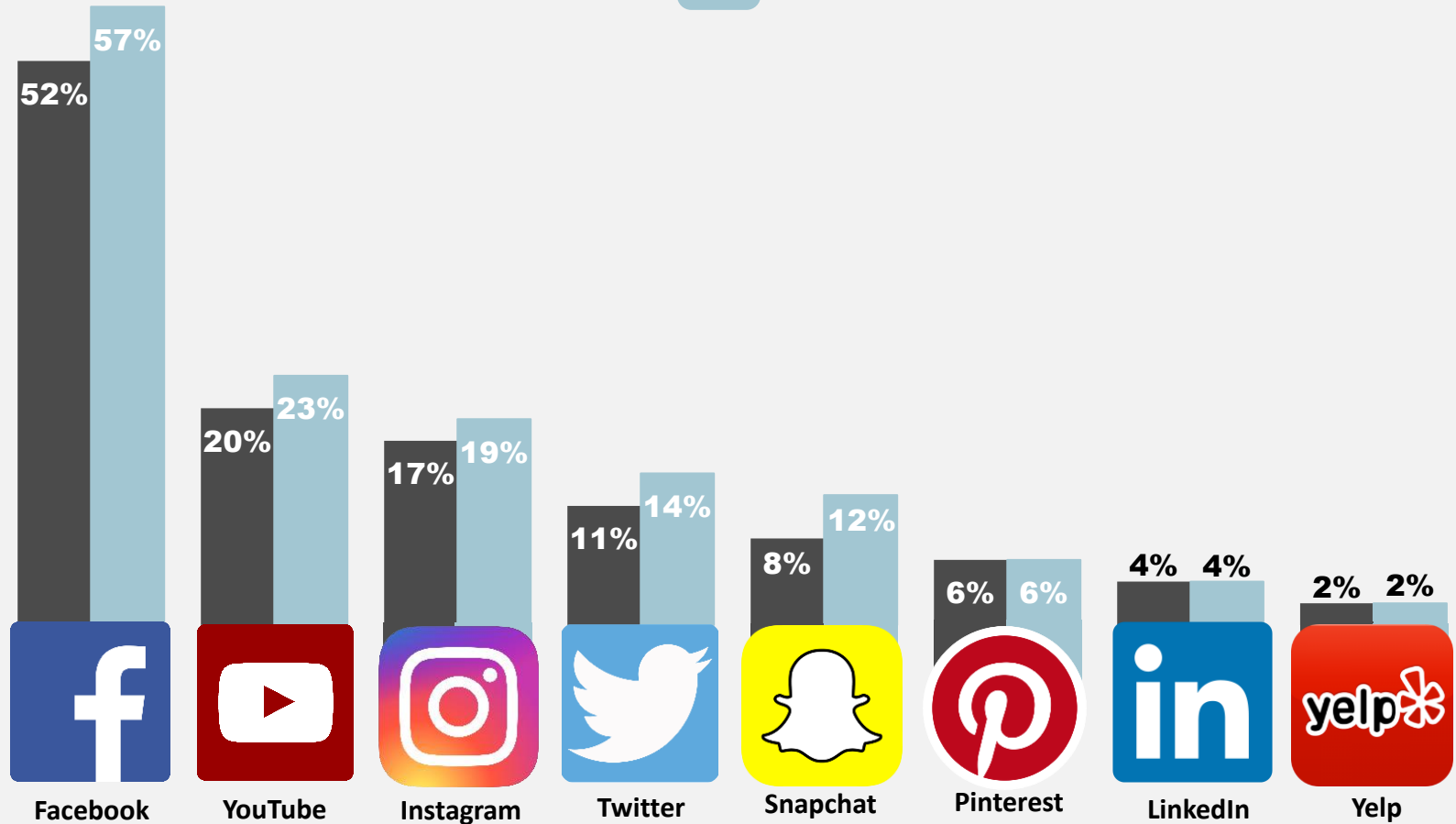
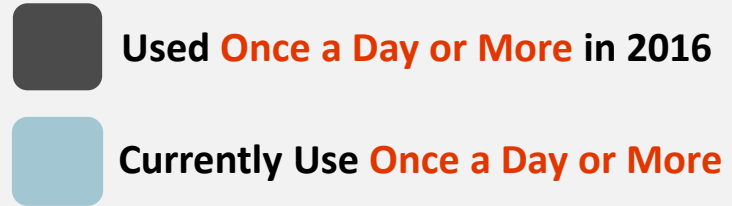


# Social Media Usage





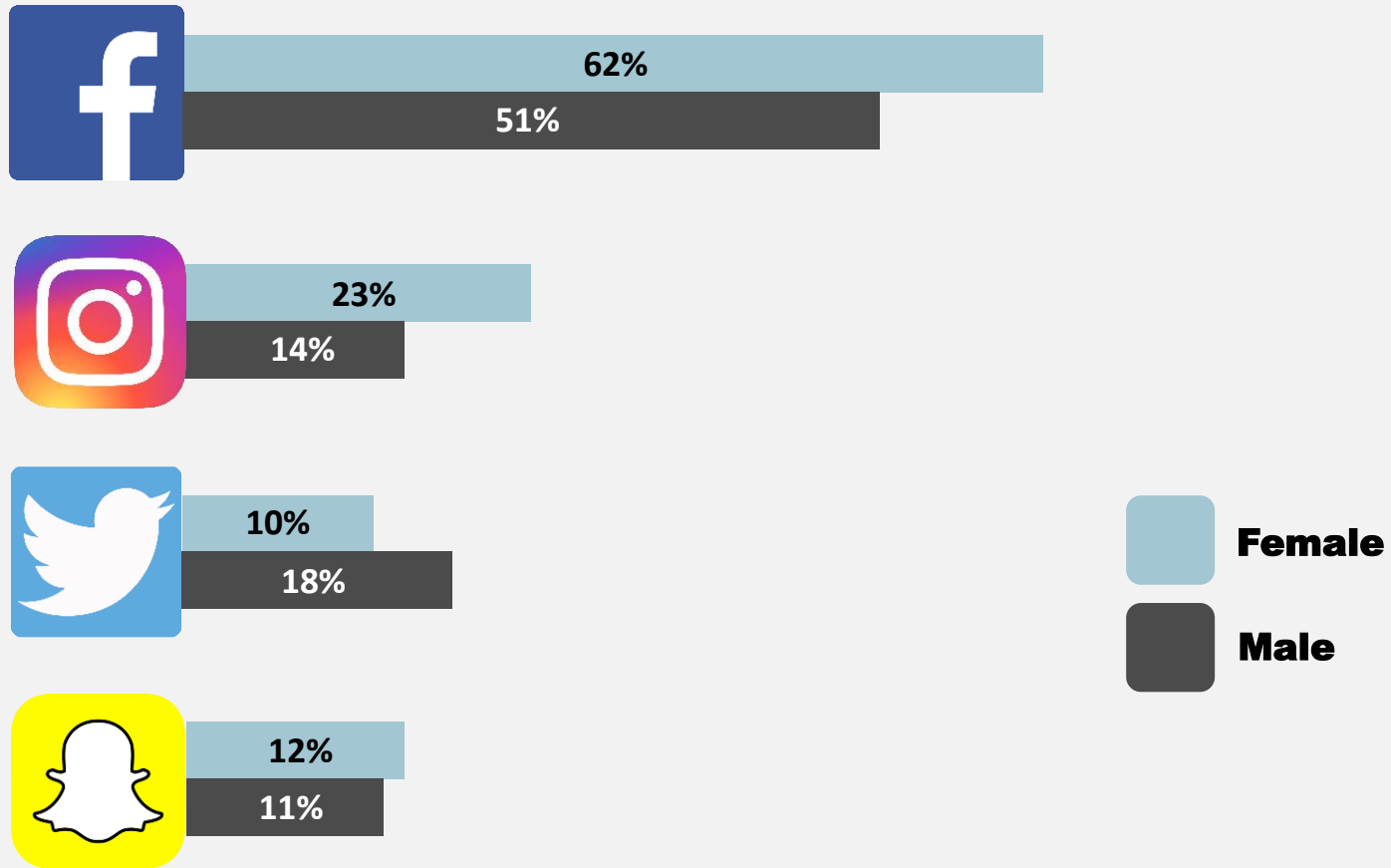
# Social Media Usage





# Social Media Usage

## % Using Site Once A Day or More

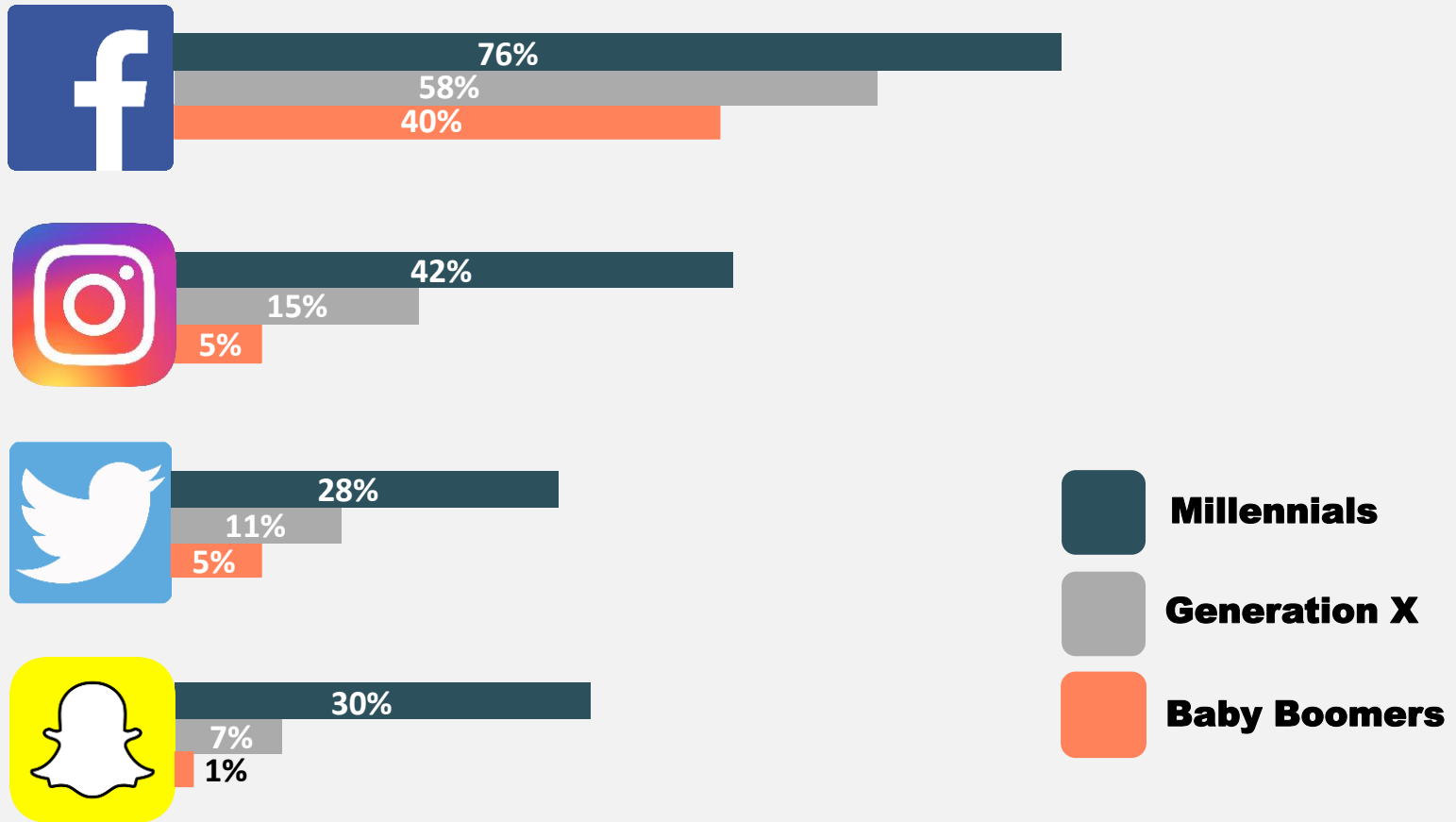






# Social Media Usage

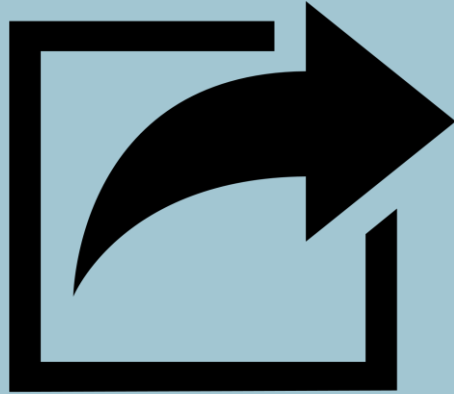
## % Using Site Once a Day or More





# Contributing to Social Media

## Daily Actions



**33% share**



**51% like**



**44% comment**

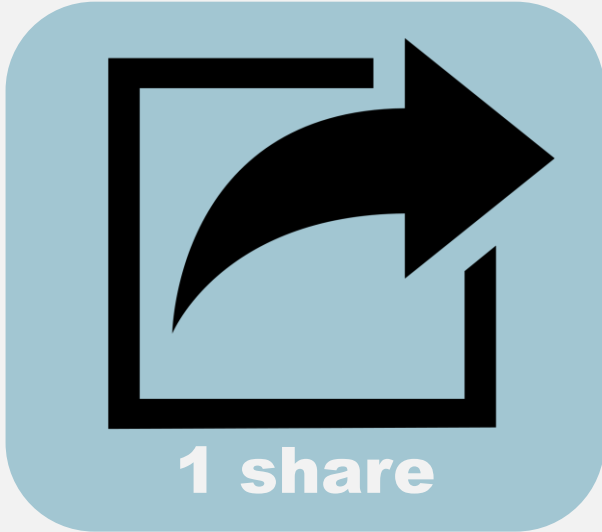


**30% post**

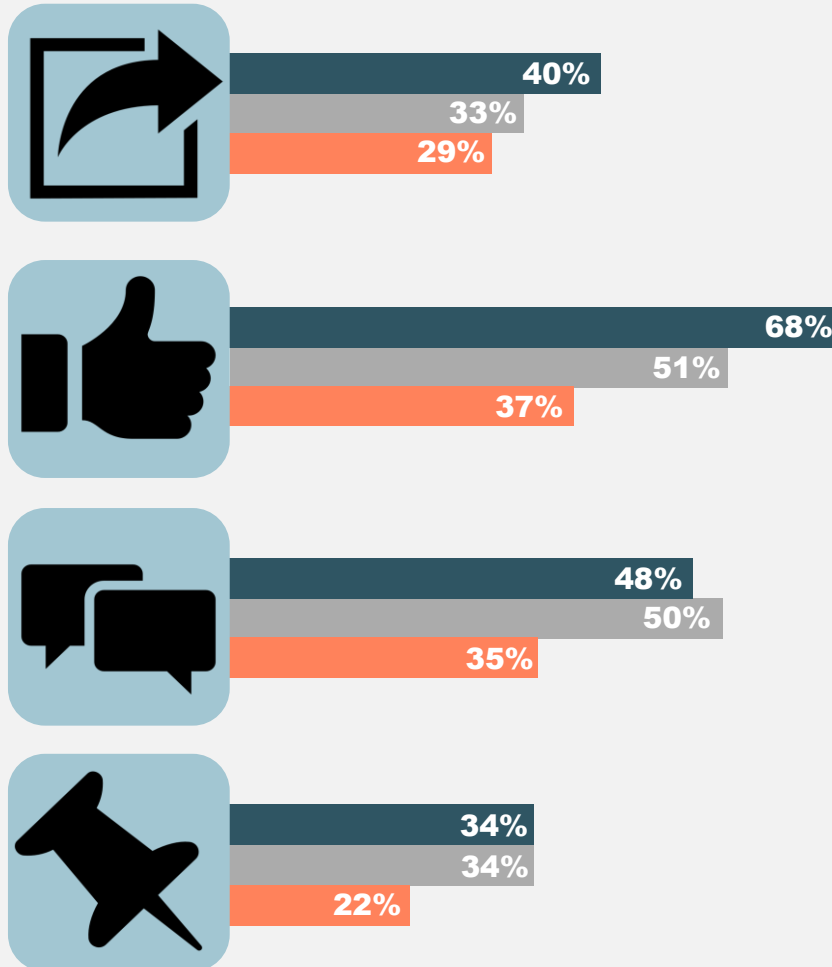


# Contributing to Social Media

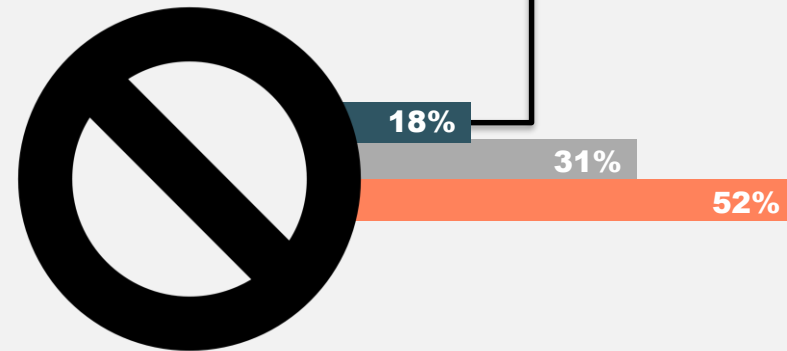
## Average Actions Taken Per Day



# Contributing to Social Media



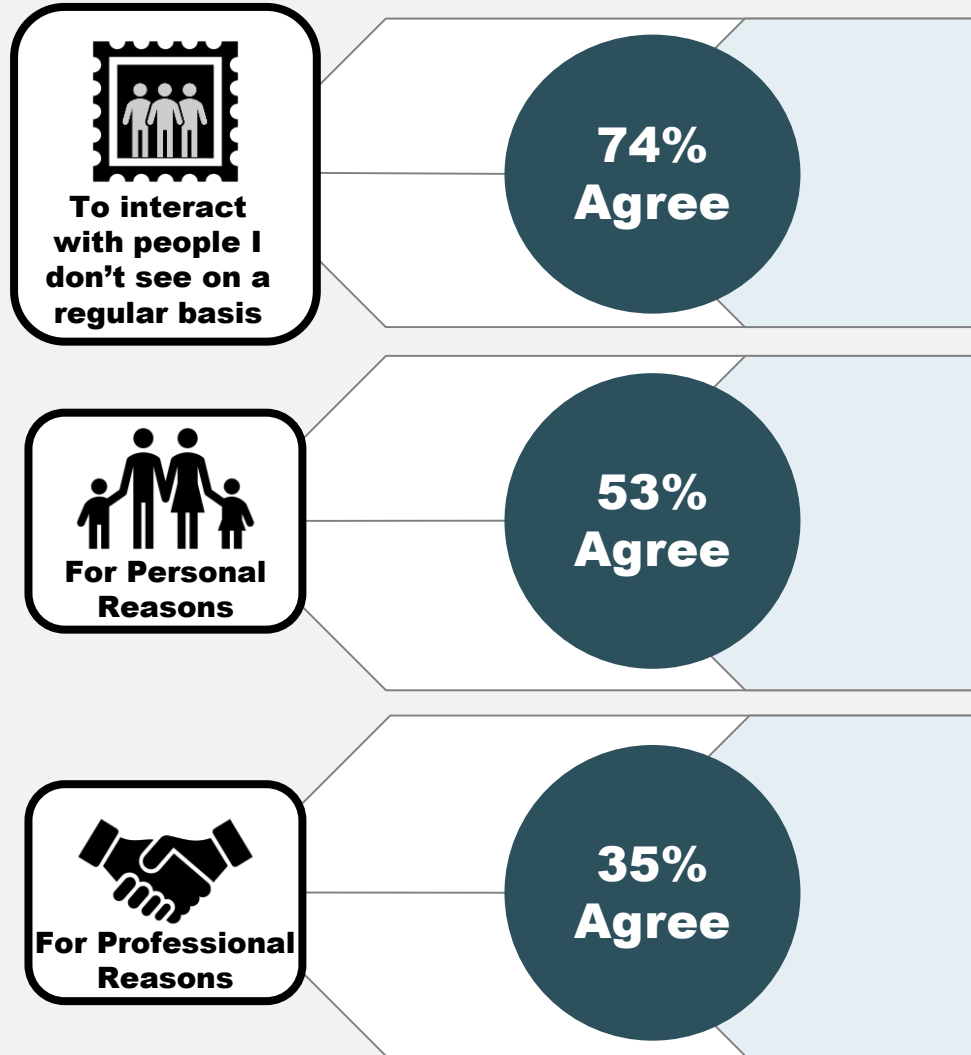
Almost 1 in 5 millennials are not contributing to social media at all in a typical day





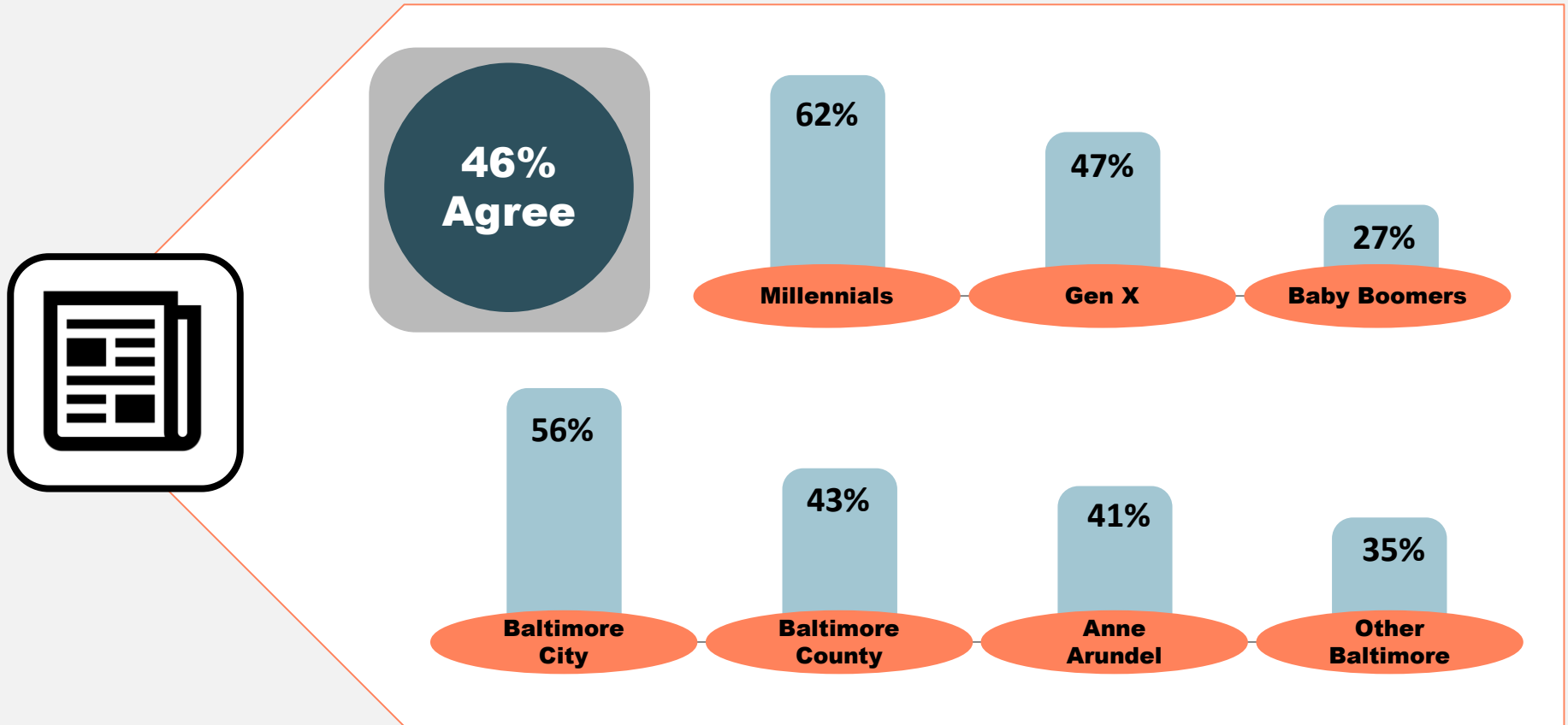
# Reasons for Using Social Media

**It is important that I use social media...**



# Reasons for Using Social Media

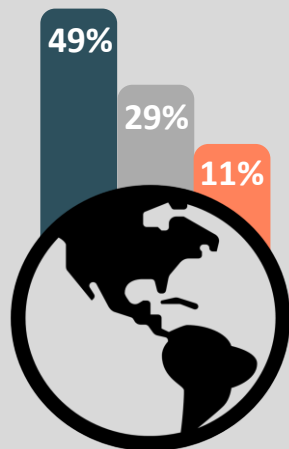
**I use social media to keep up on what's happening around the Baltimore area.**



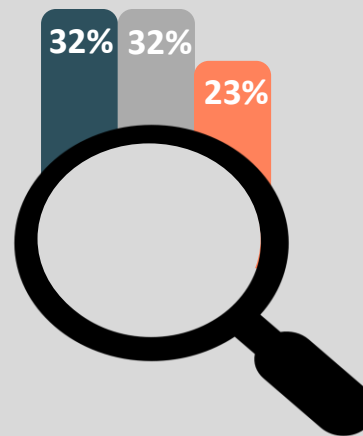


# News and Social Media

**I receive most of my news through social media.**

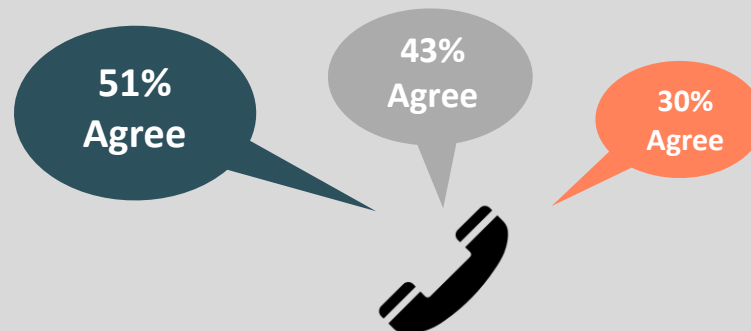


**I can trust the news that I encounter on social media.**



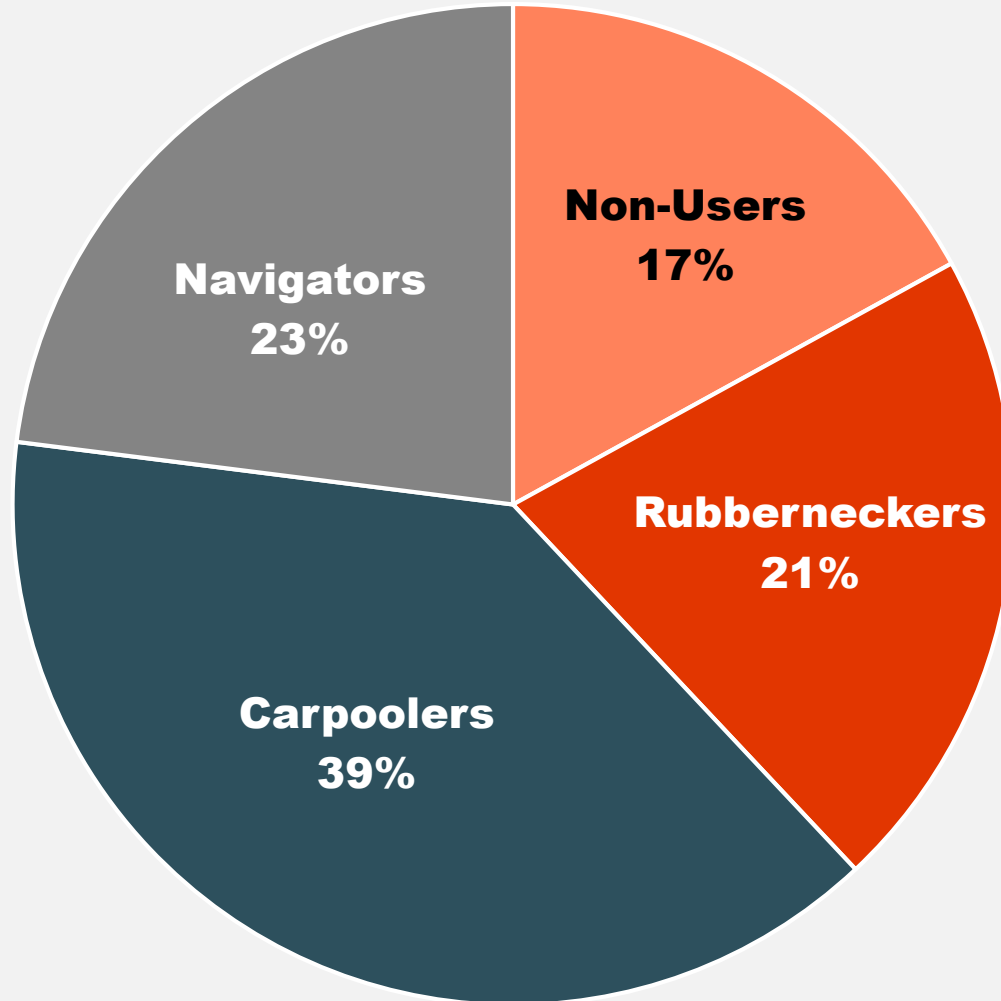
■ Millennials ■ Gen X ■ Baby Boomers

**I can trust the news that my friends share on social media.**








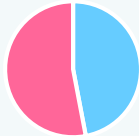





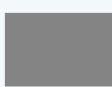
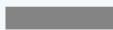


# Profiles: Overview









# Profiles: Demographics

	Rubberneckers	Carpoolers	Navigators	Non-users
Average Age	<b>53 years</b>	<b>43 years</b>	<b>42 years</b>	<b>59 years</b>
Gender 				
College Degree 	<b>62%</b>	<b>71%</b>	<b>55%</b>	<b>45%</b>
Children in HH Age 12 and under 	<b>13%</b> 	<b>29%</b> 	<b>26%</b> 	<b>8%</b> 
Marital Status 	<b>67% married/ partnered</b>	<b>66% married/ partnered</b>	<b>39% single</b>	<b>17% widowed</b>
HH Income 	<b>\$82,000</b>	<b>\$86,000</b>	<b>\$68,000</b>	<b>\$67,000</b>















# Profiles: Social Media Usage

















	Rubberneckers	Carpoolers	Navigators
Mean (Daily)	<b>12 minutes</b>	<b>66 minutes</b>	<b>80 minutes</b>
>1 hour daily	<b>0%</b>	<b>40%</b>	<b>55%</b>

	Rubberneckers	Carpoolers	Navigators
More 	<b>17%</b>	<b>44%</b>	<b>29%</b>
Less 	<b>31%</b>	<b>13%</b>	<b>18%</b>










# Profiles: Social Media Usage

Rubberneckerers	Carpoolers	Navigators
 	    	    

# Profiles: Social Media Activity

		Rubberneckerers	Carpoolers	Navigators
	% Daily	<b>25%</b>	<b>78%</b>	<b>70%</b>
	Daily Average			
	% Daily	<b>22%</b>	<b>62%</b>	<b>67%</b>
	Daily Average			
	% Daily	<b>17%</b>	<b>45%</b>	<b>56%</b>
	Daily Average			
	% Daily	<b>15%</b>	<b>41%</b>	<b>49%</b>
	Daily Average			

# Profiles: Role of Social Media

	Rubberneckerers	Carpoolers	Navigators
Reasons for Using Social Media		<p><b>For professional reasons</b></p> 	<p><b>To interact with people they don't see regularly</b></p> 
		<p><b>For personal reasons</b></p> 	
Social Media for News		<p><b>To keep up on what's happening in Baltimore</b></p> 	<p><b>Receive most of news from Social Media</b></p> 
		<p><b>Trust news that friends share</b></p> 	



# Q&A

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