



Social Media: Who Are You Reaching?

Presented by



PRSA
December 7th, 2017
Annapolis, MD



Background

WBA's MarkeTrak[®] Study established in 1989

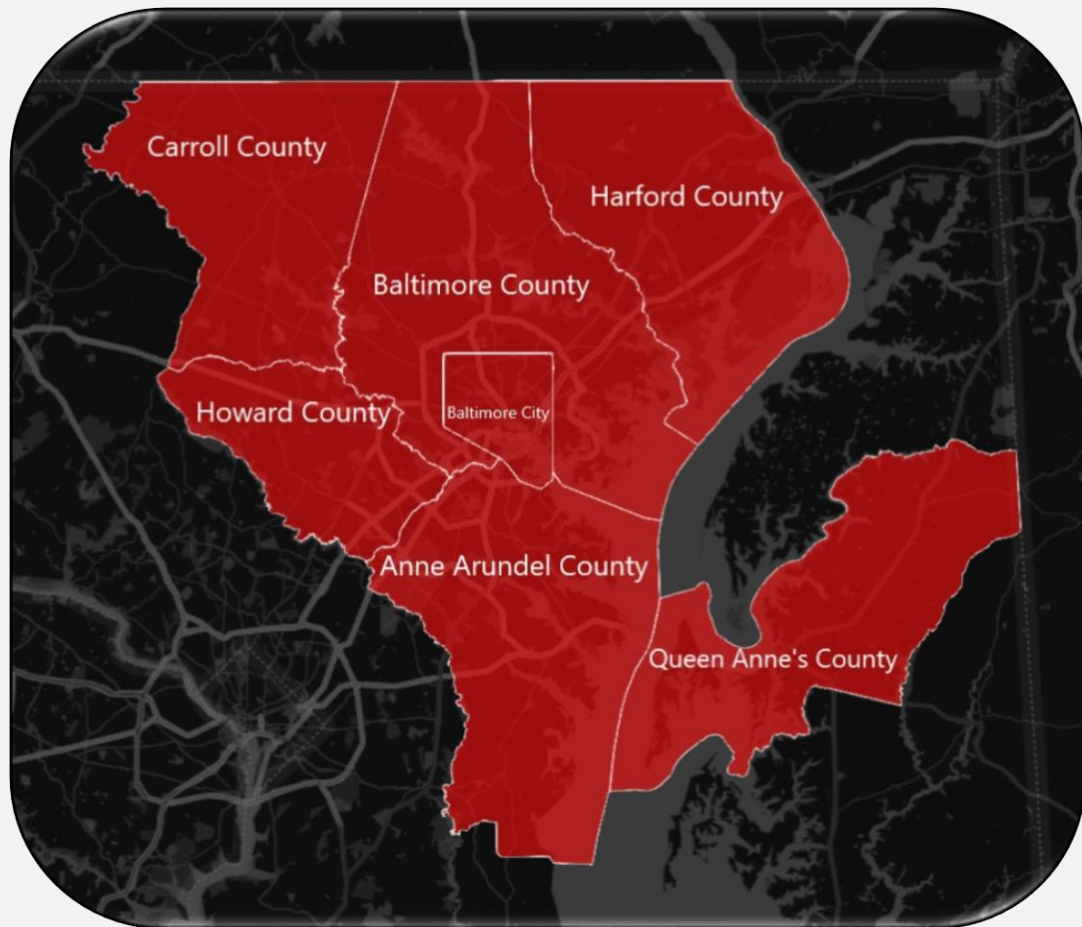
Omnibus survey of households in the Baltimore and Washington, DC Metro Area

- **Today: Focus on Anne Arundel County**





Background



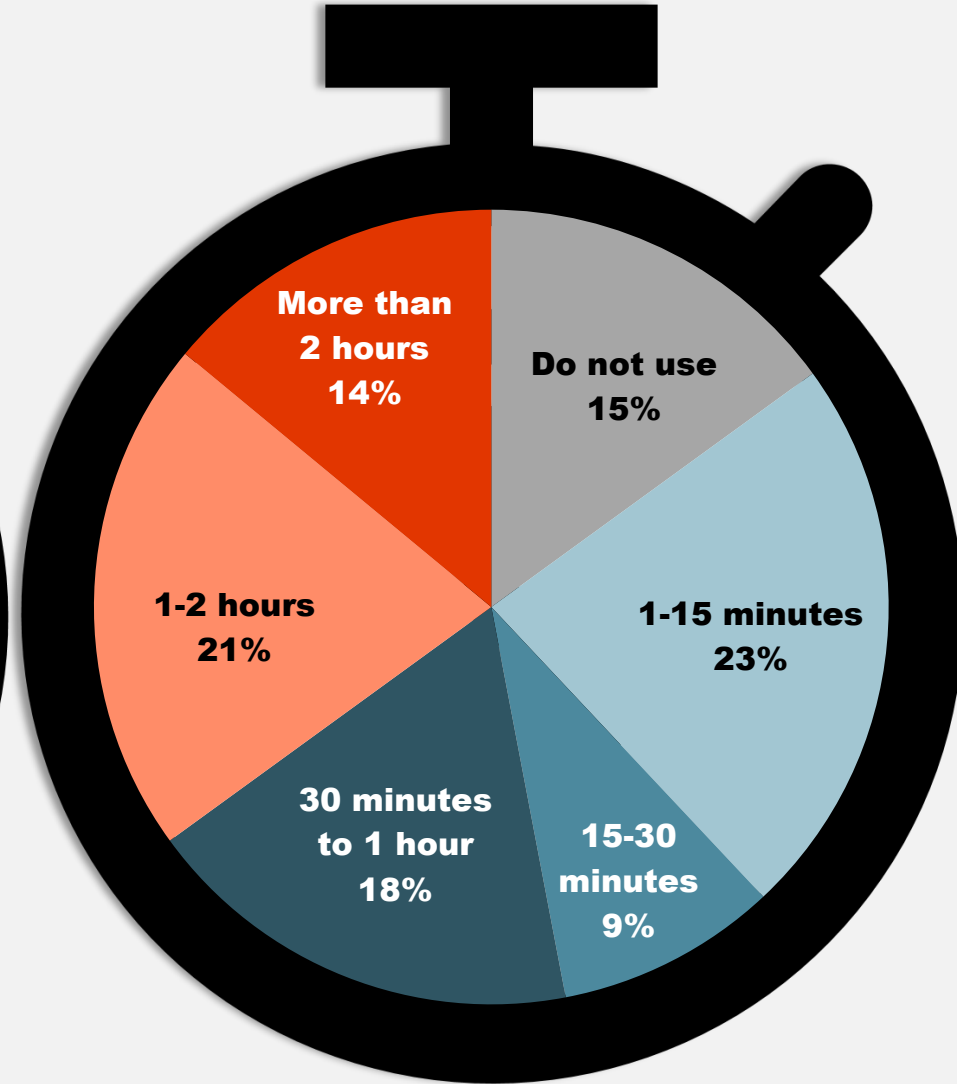


Daily Time Spent on Social Media

Baltimore Area



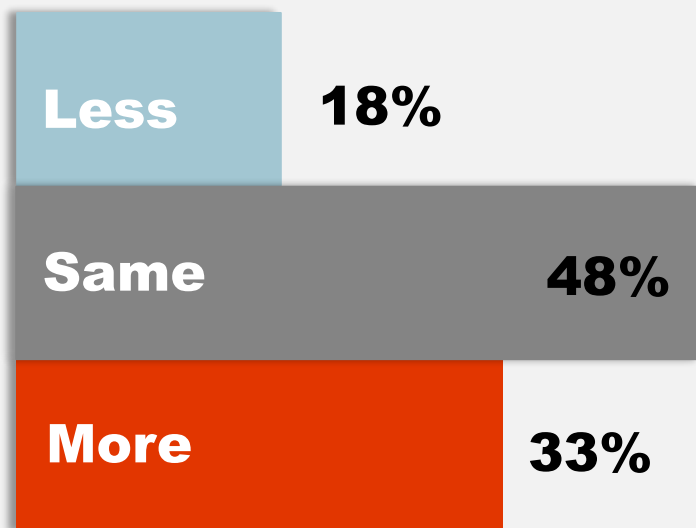
Anne Arundel County



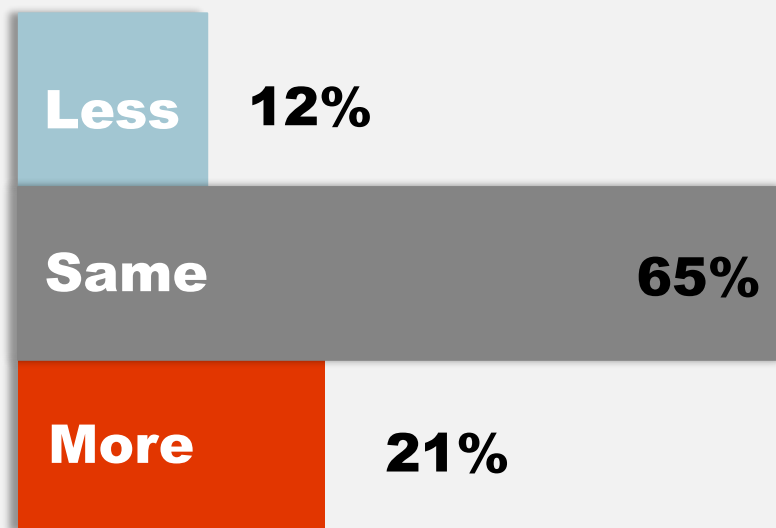


Time Spent on Social Media Compared to One Year Ago

Baltimore Area

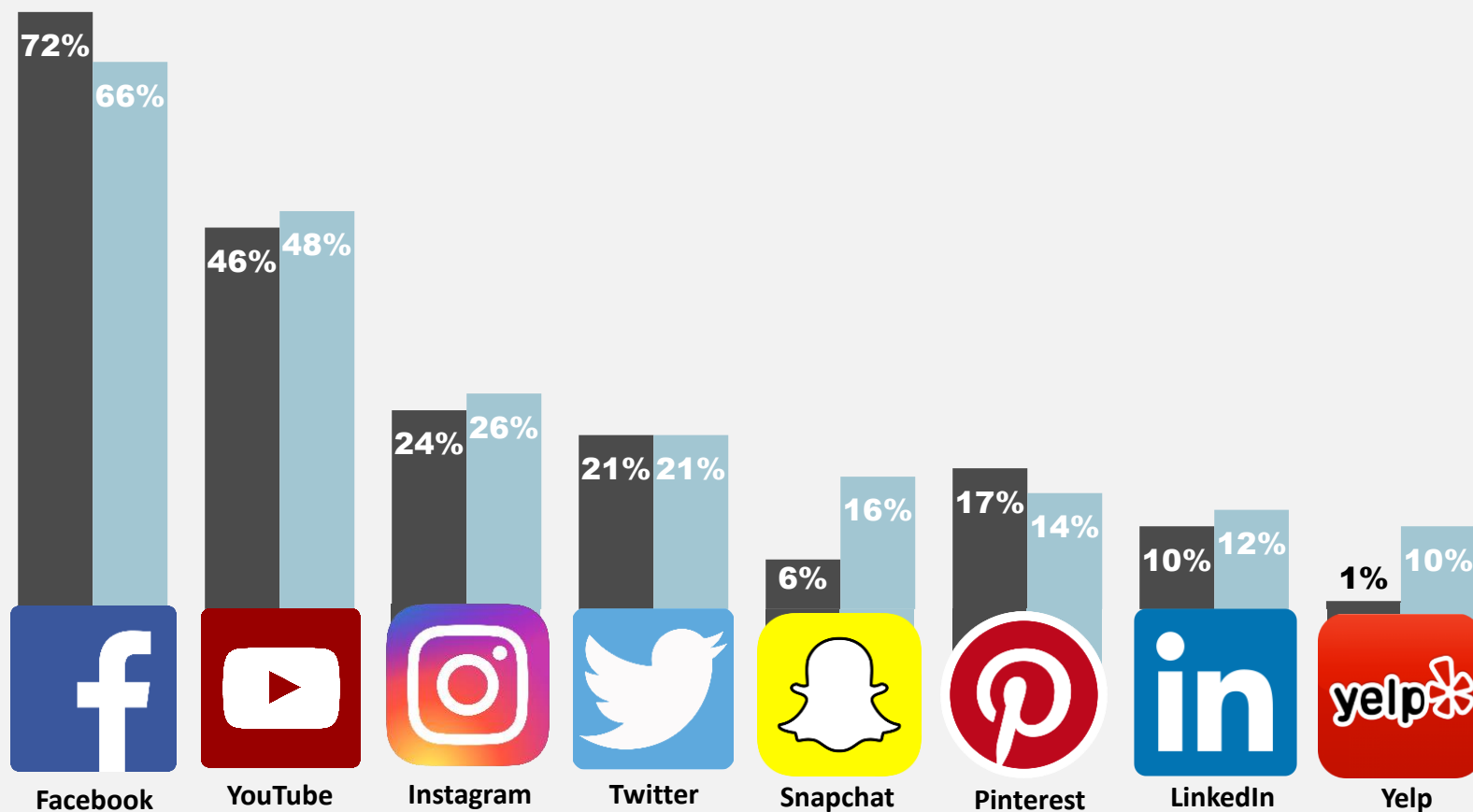
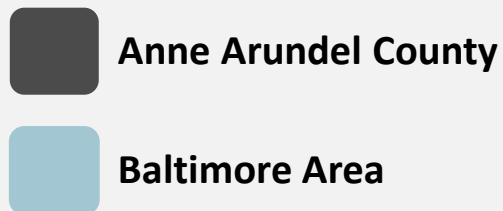


Anne Arundel County



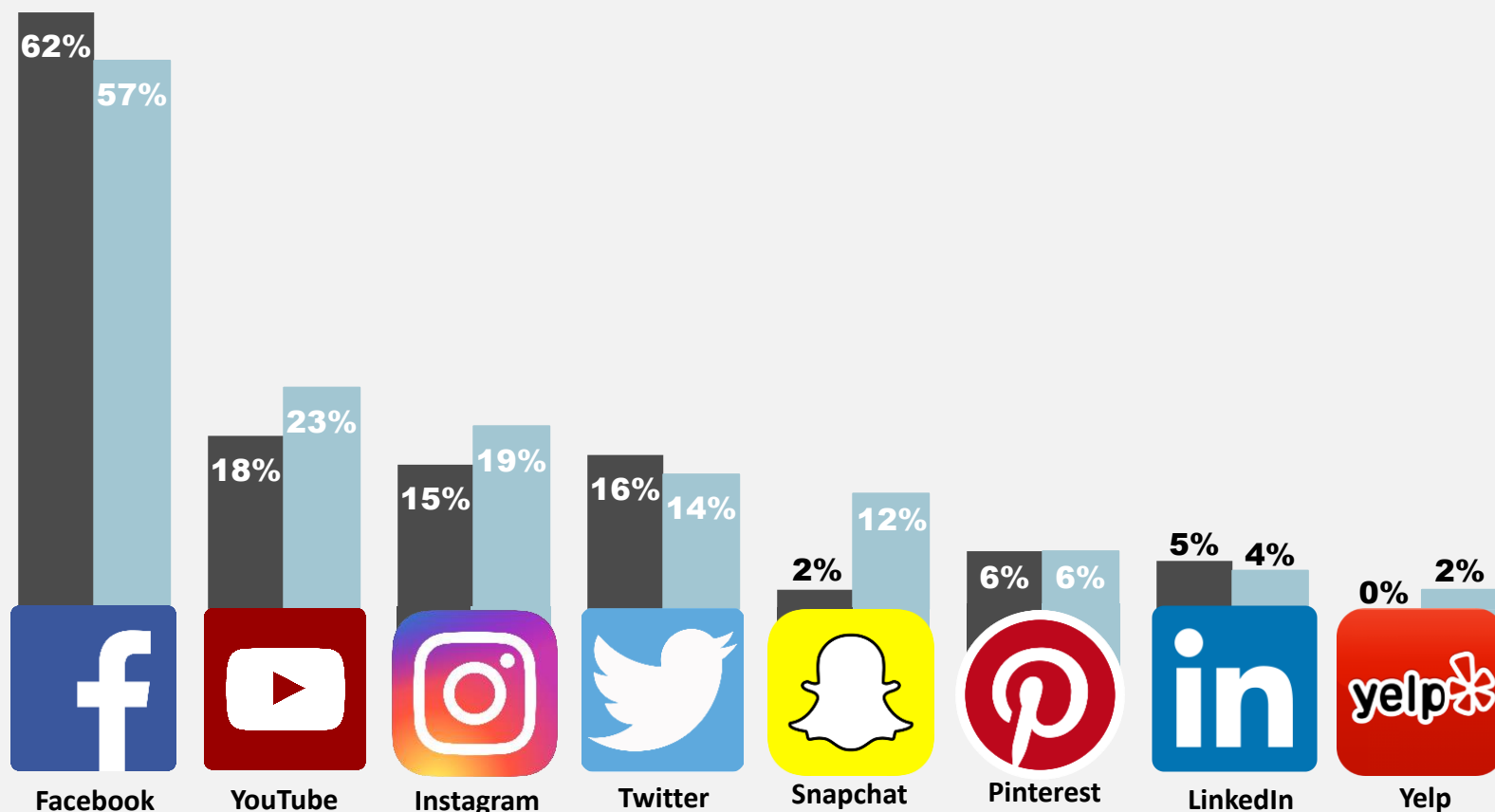
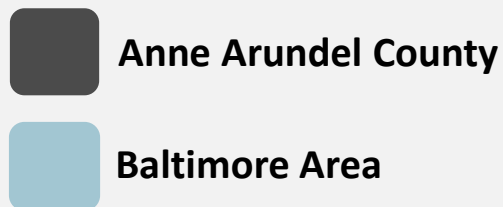


Social Media Usage: Used at Least Every Few Days





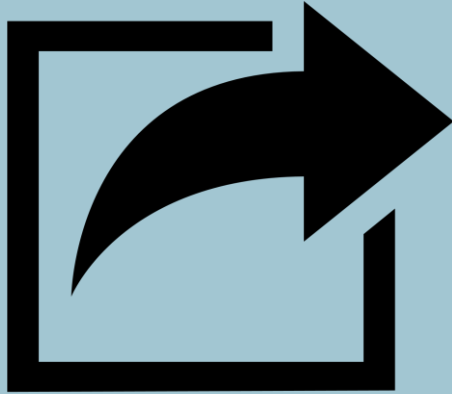
Social Media Usage: Used Once a Day or More





Contributing to Social Media

Daily Actions: Baltimore Area



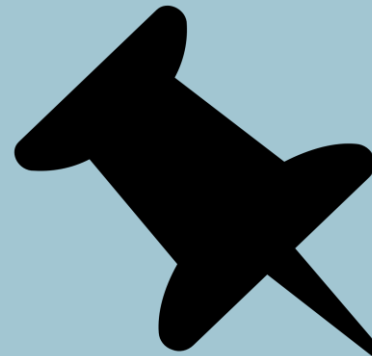
40% share



61% like



53% comment



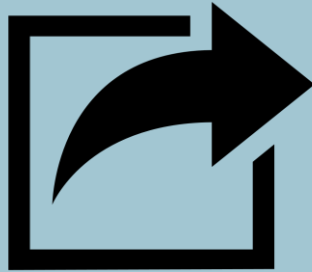
36% post



Contributing to Social Media

Daily Actions

Share



Anne Arundel: 29%
Baltimore: 40%

Like



Anne Arundel: 52%
Baltimore: 61%

Comment



Anne Arundel: 51%
Baltimore: 53%

Post

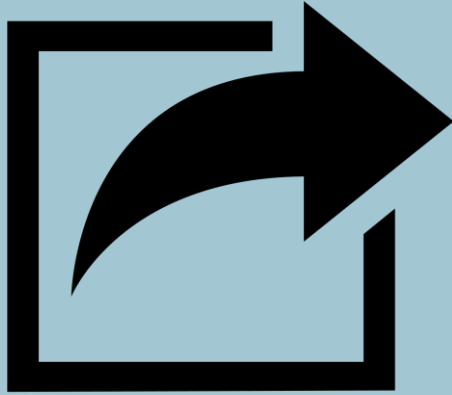


Anne Arundel: 35%
Baltimore: 36%



Contributing to Social Media

Average Actions Taken Per Day: Baltimore Area



1 share



5 likes



3 comments



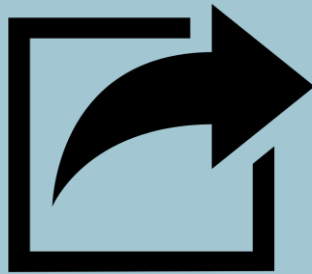
1 post



Contributing to Social Media

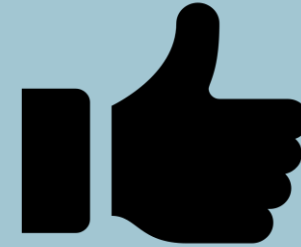
Average Actions Taken Per Day

Share



Anne Arundel: 1
Baltimore: 1

Like



Anne Arundel: 4
Baltimore: 5

Comment



Anne Arundel: 2
Baltimore: 3

Post

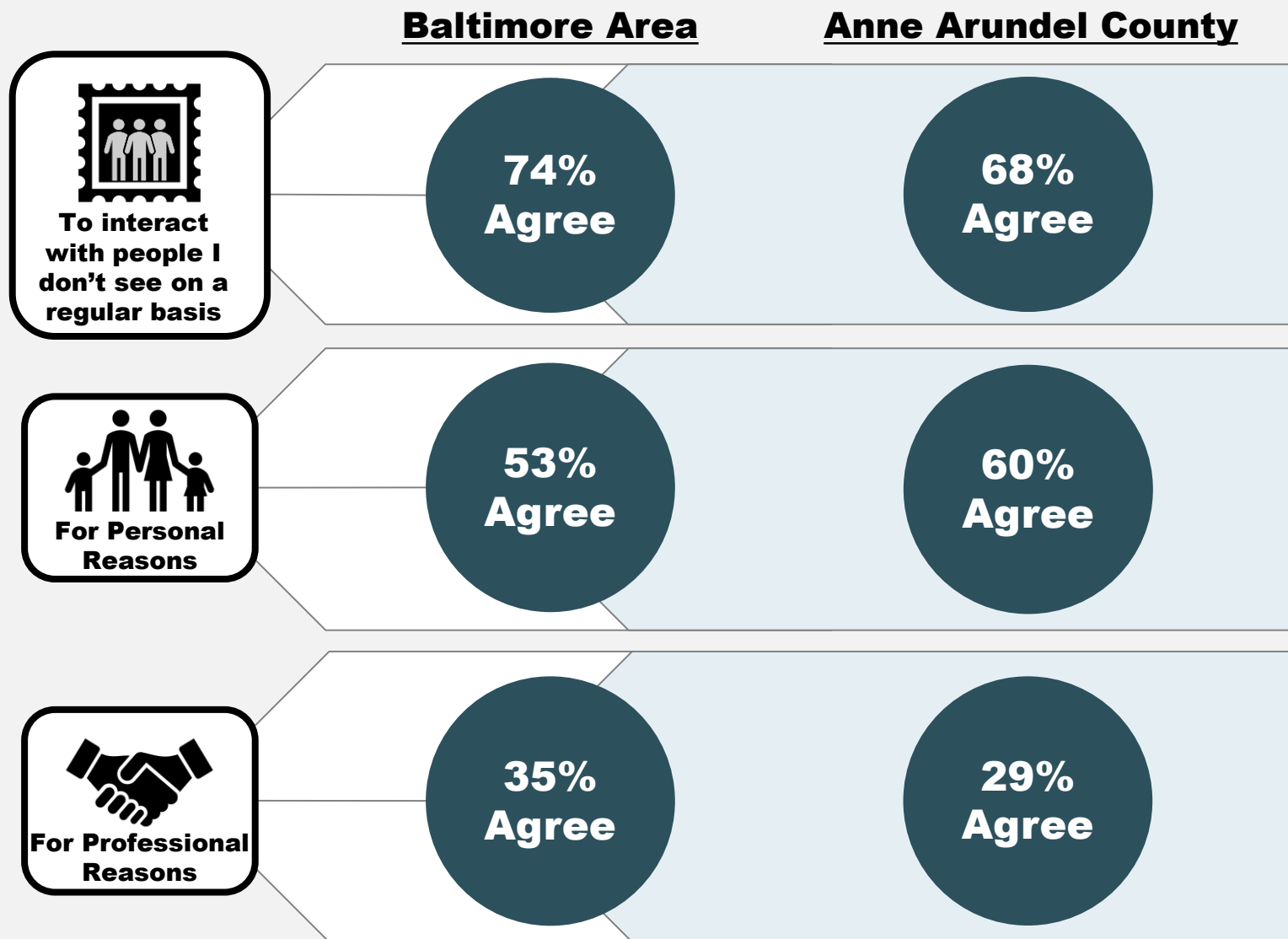


Anne Arundel: 1
Baltimore: 1



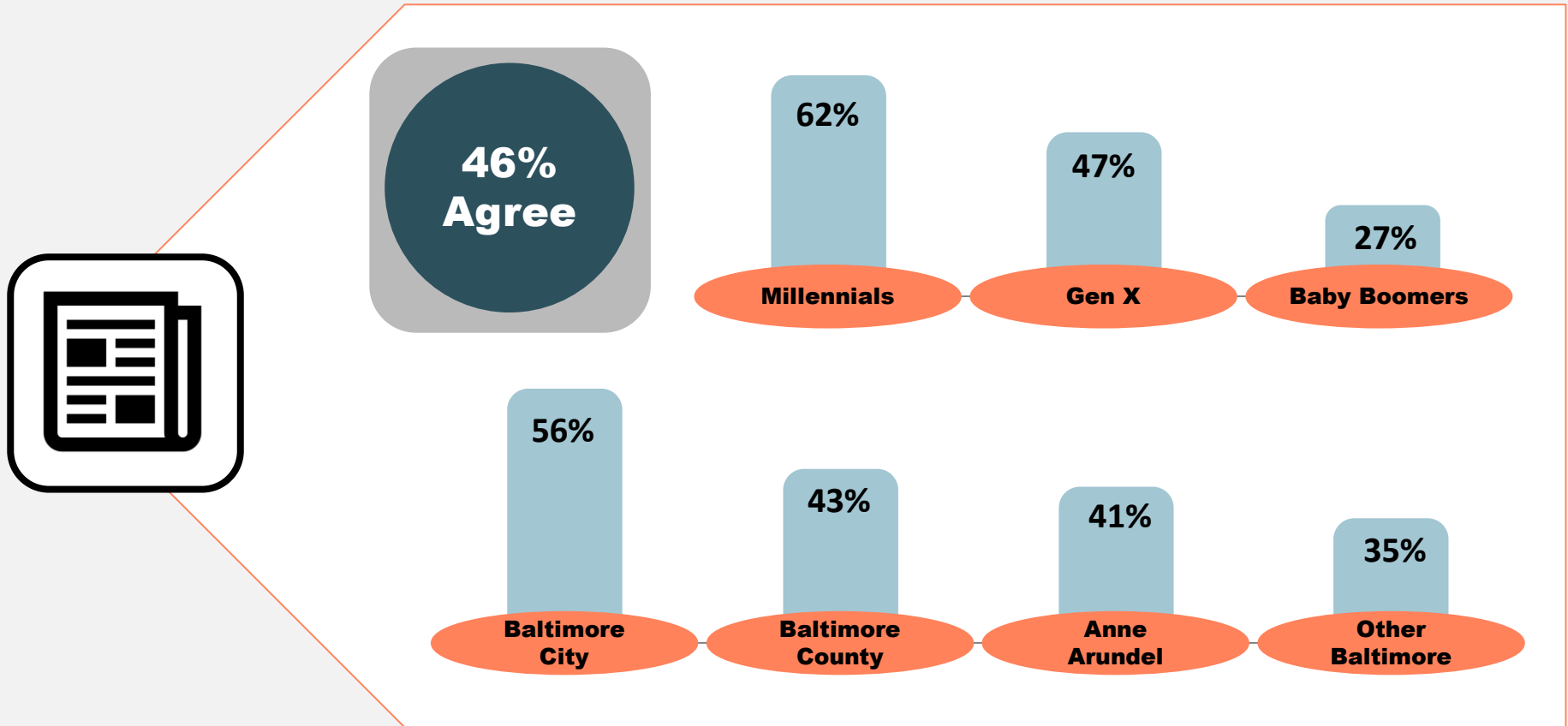
Reasons for Using Social Media

It is important that I use social media...



Reasons for Using Social Media

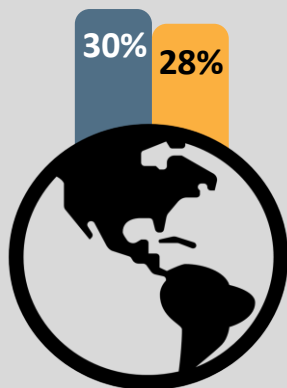
I use social media to keep up on what's happening around the Baltimore area.



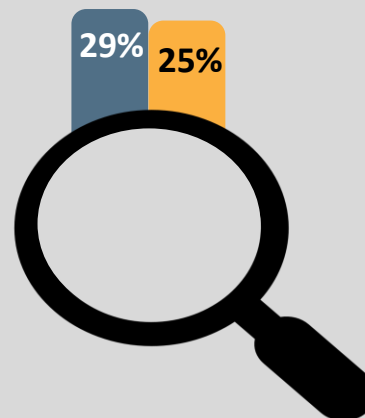


News and Social Media

I receive most of my news through social media.

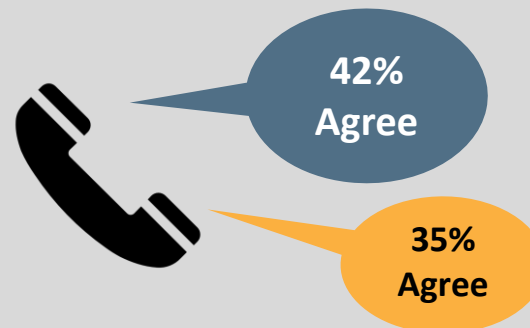


I can trust the news that I encounter on social media.



Baltimore Area **Anne Arundel County**

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





ME AND MY COMMUNITY



Years Lived in the Baltimore Area



Baltimore Area



Anne Arundel County

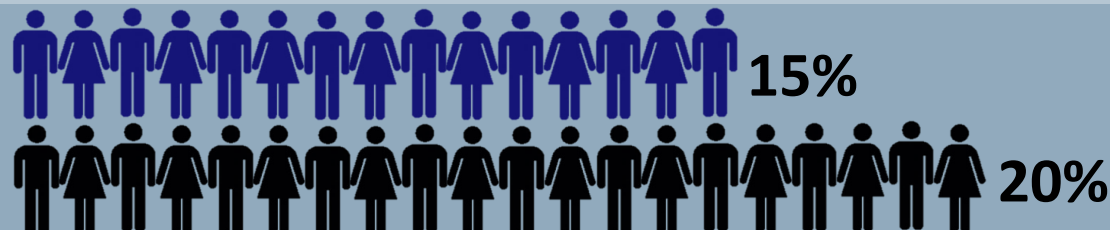
Fewer
than 10
Years



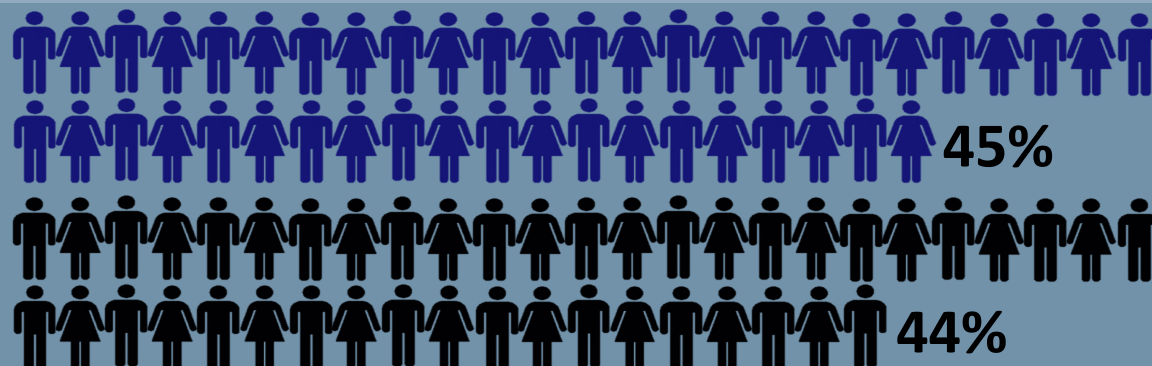
10-19
Years



20-29
Years



30+
Years

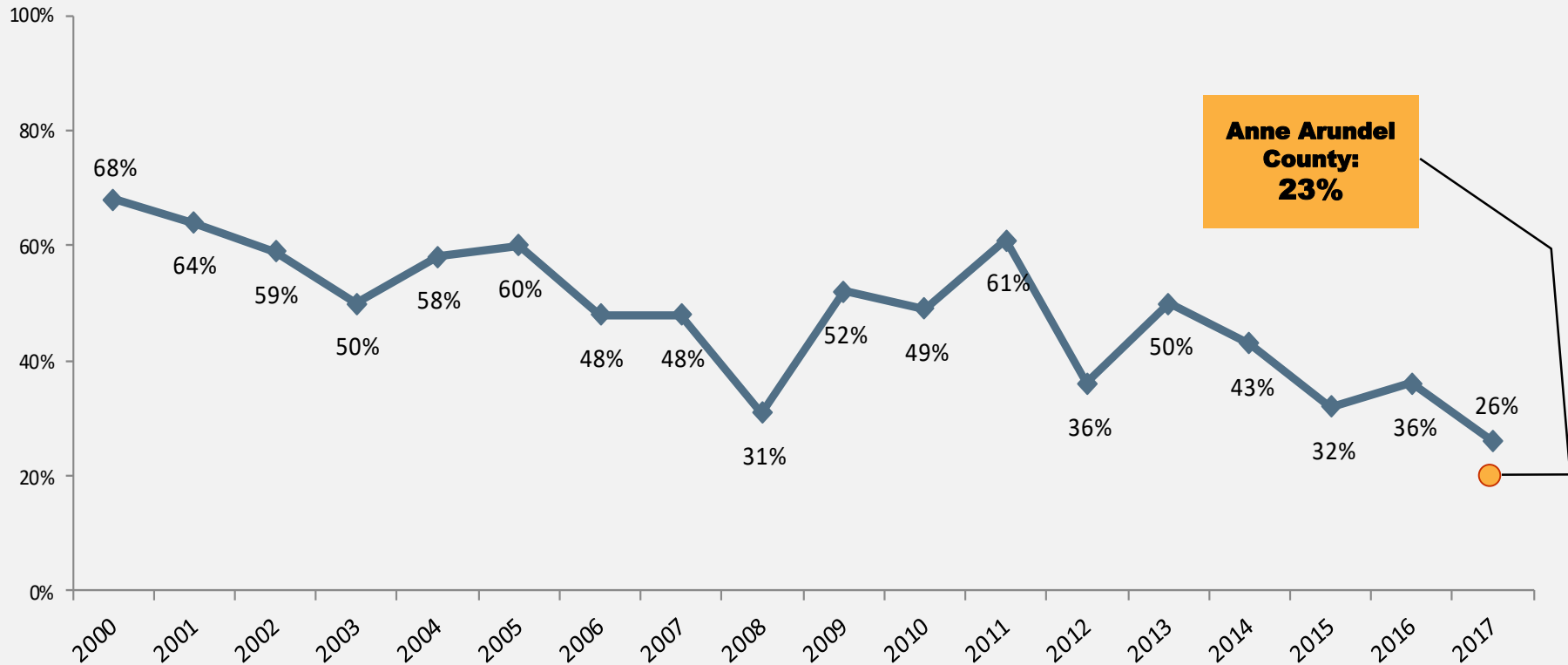


Average= 29
Years



Outlook

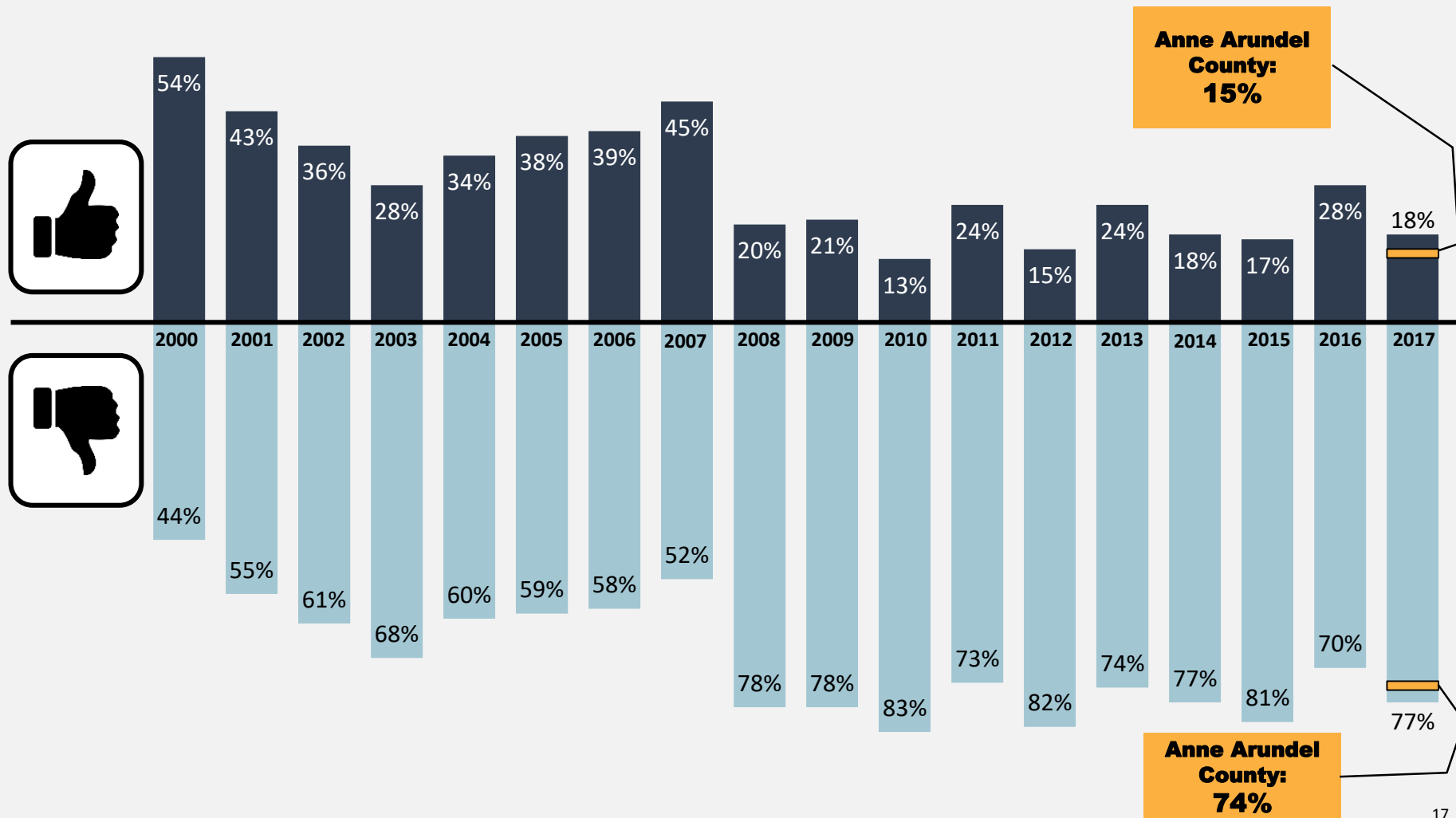
Satisfied with the Way Things are Going in the Area





Economic Outlook

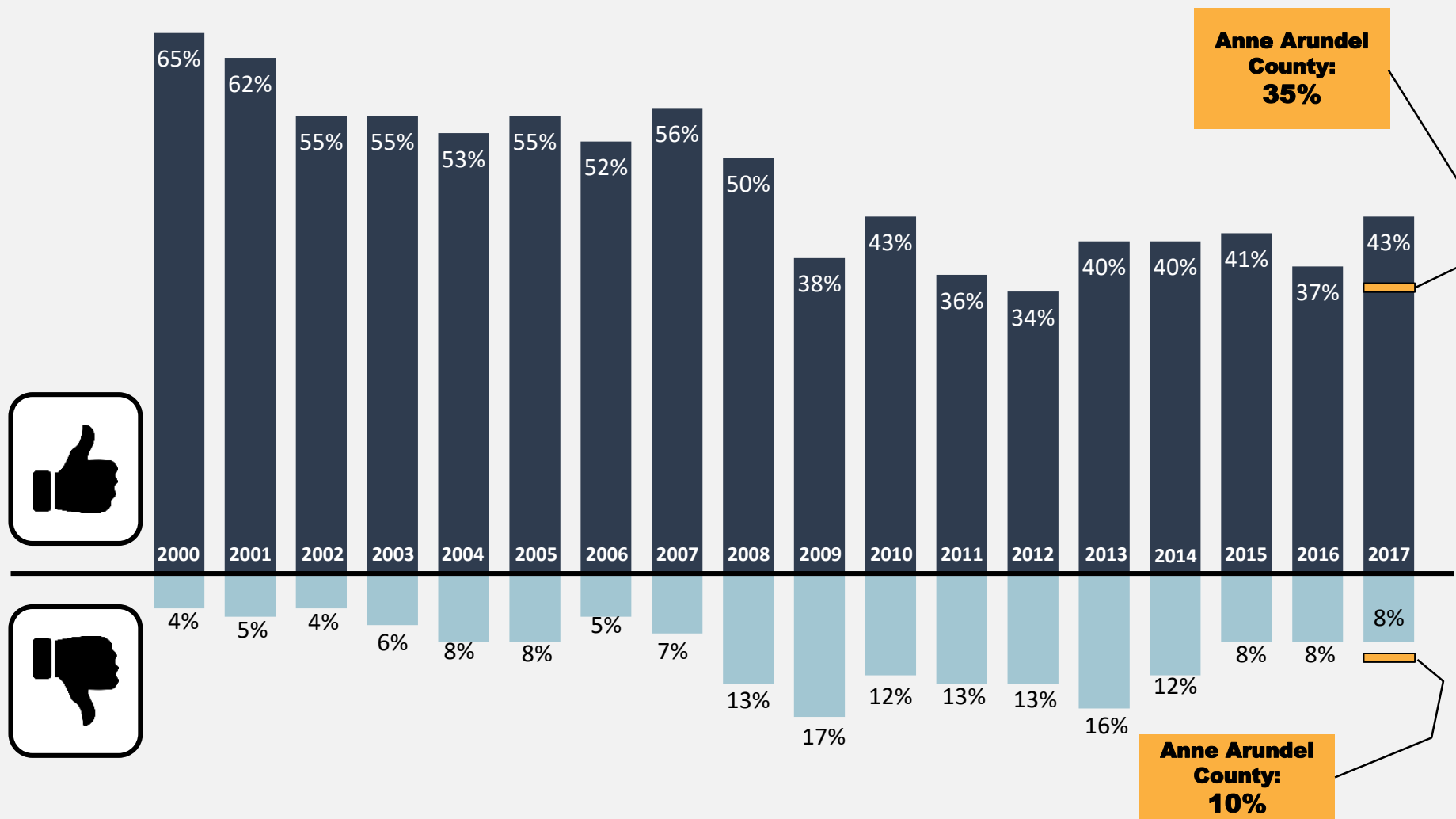
Current Economic Conditions in the Baltimore Area





Financial Outlook

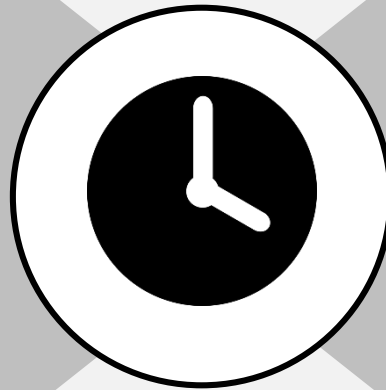
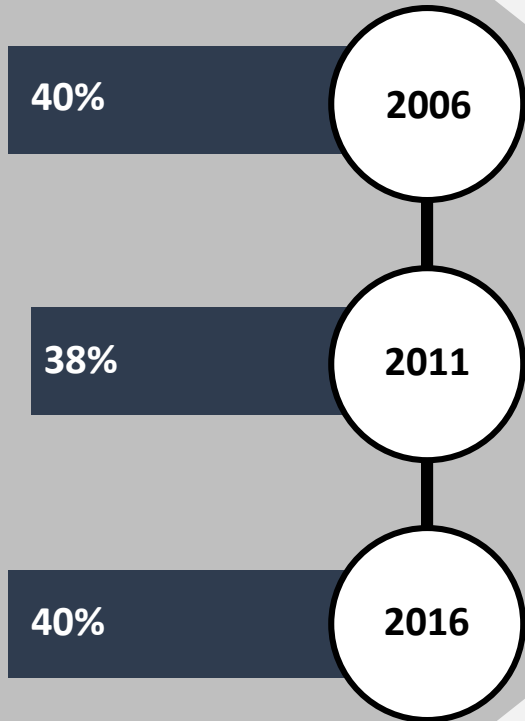
Personal Financial Expectations - Next 12 Months



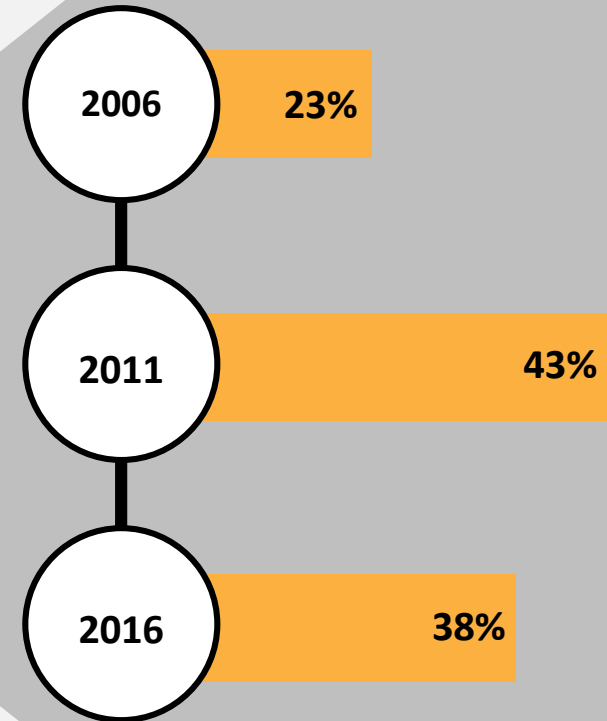


I Think That Things Were Better 20 Years Ago Than They Are Today

Baltimore Area



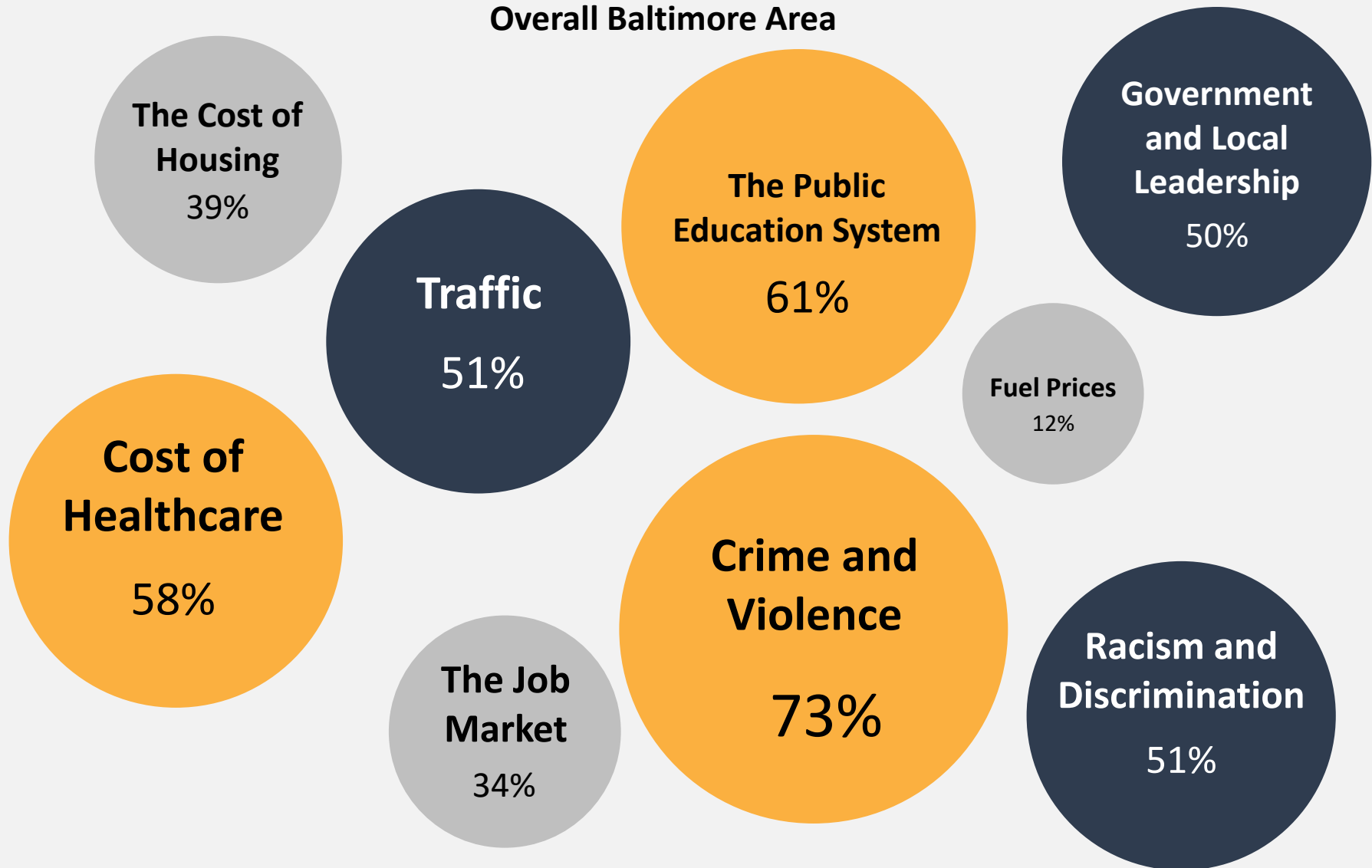
Anne Arundel County





Problems Facing Community

**Big Problems in Baltimore Area:
Overall Baltimore Area**





Problems Facing Community

Big Problems in Baltimore Area: Anne Arundel County

The Cost of Housing

Balt: 39%
AA: 47%

The Public Education System

Balt: 61%
AA: 45%

Government and Local Leadership

Balt: 50%
AA: 36%

Traffic

Balt: 51%
AA: 64%

Fuel Prices

Balt: 12%
AA: 11%

Cost of Healthcare

Balt: 58%
AA: 51%

Crime and Violence

Balt: 73%
AA: 54%

The Job Market

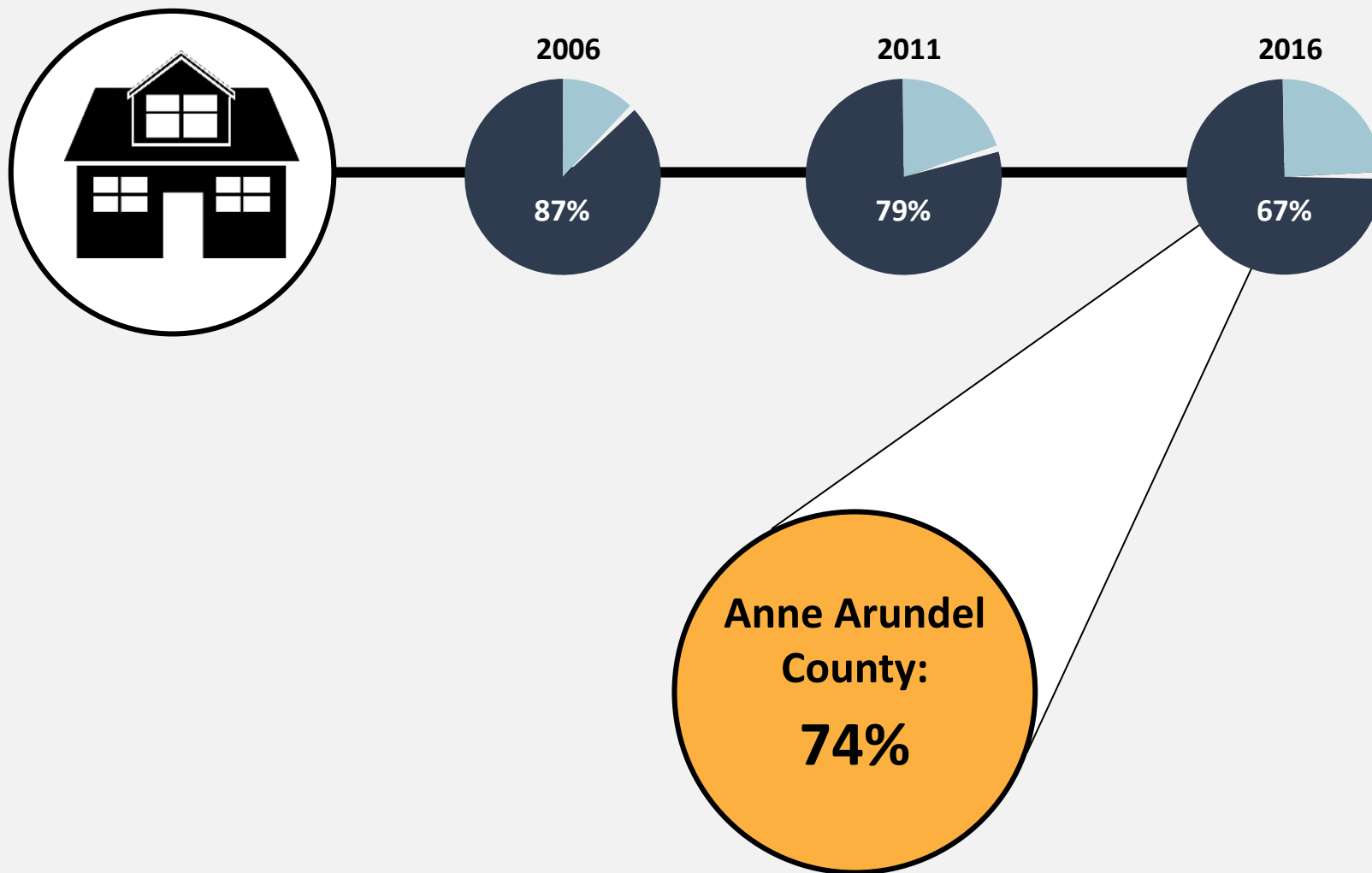
Balt: 34%
AA: 27%

Racism and Discrimination

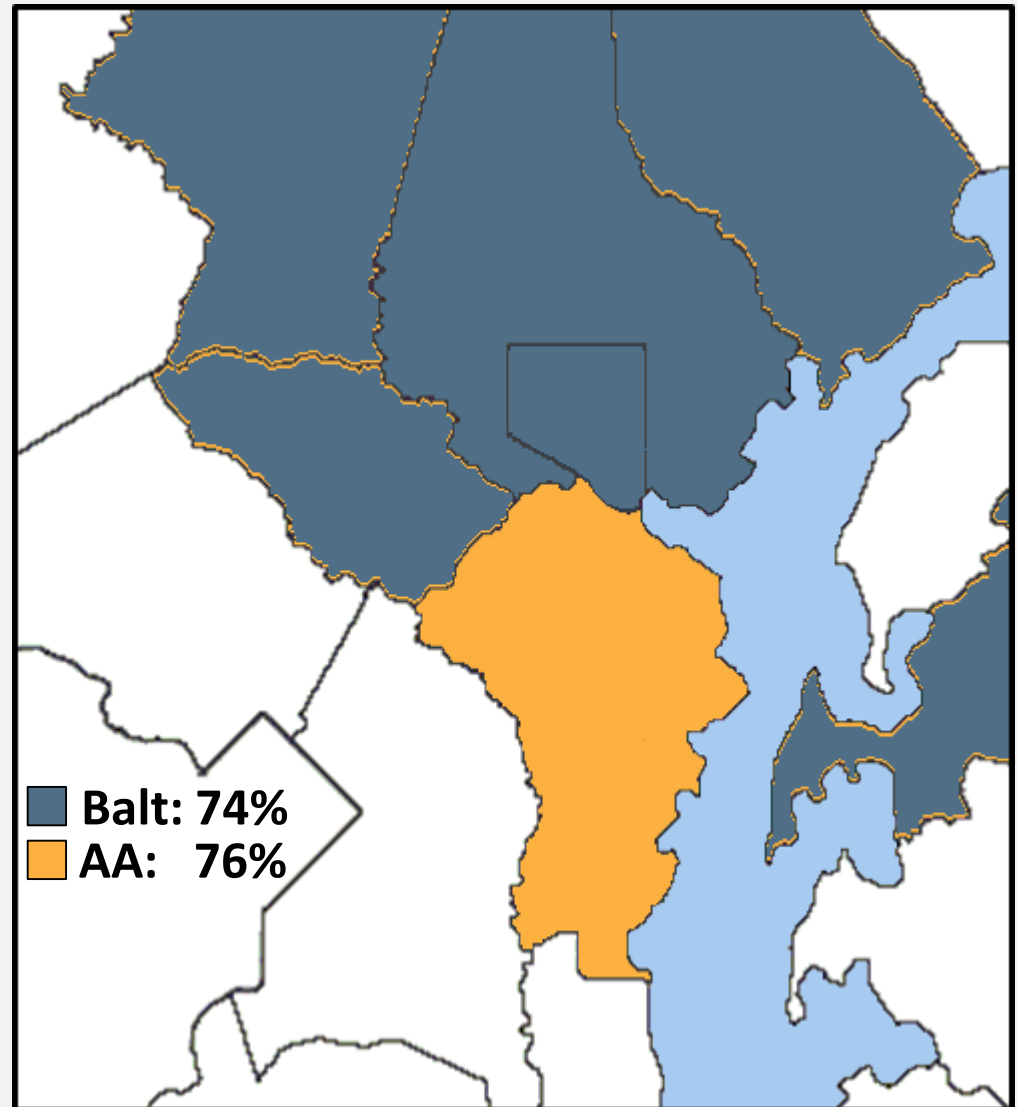
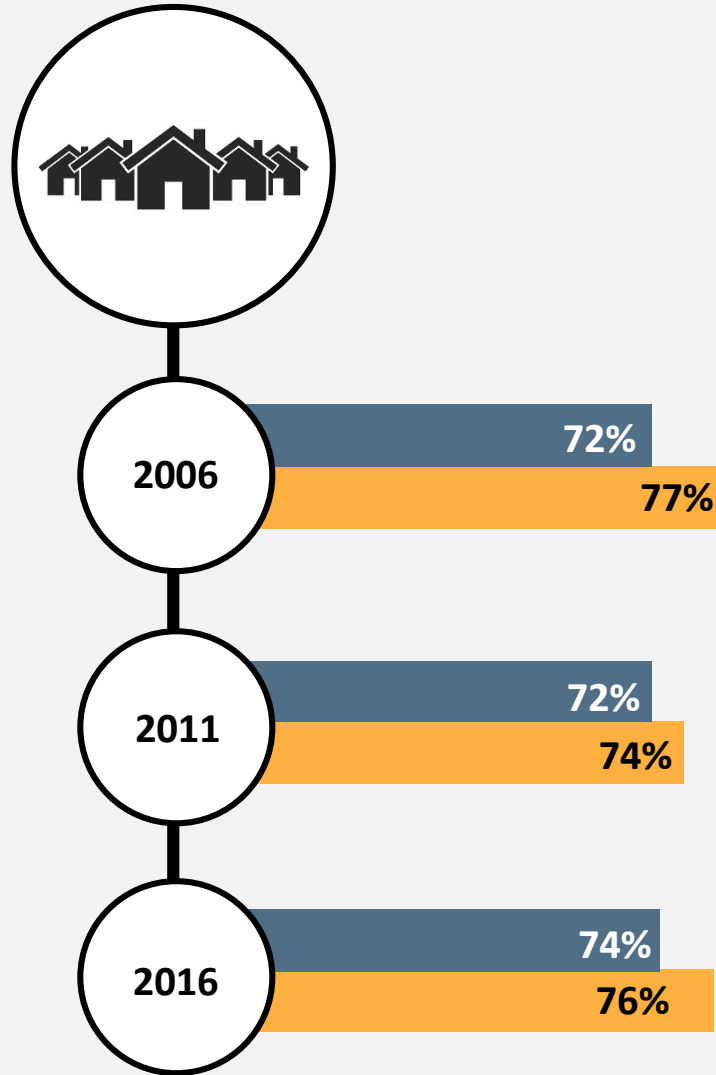
Balt: 51%
AA: 44%



Owning My Own Home is Part of the American Dream



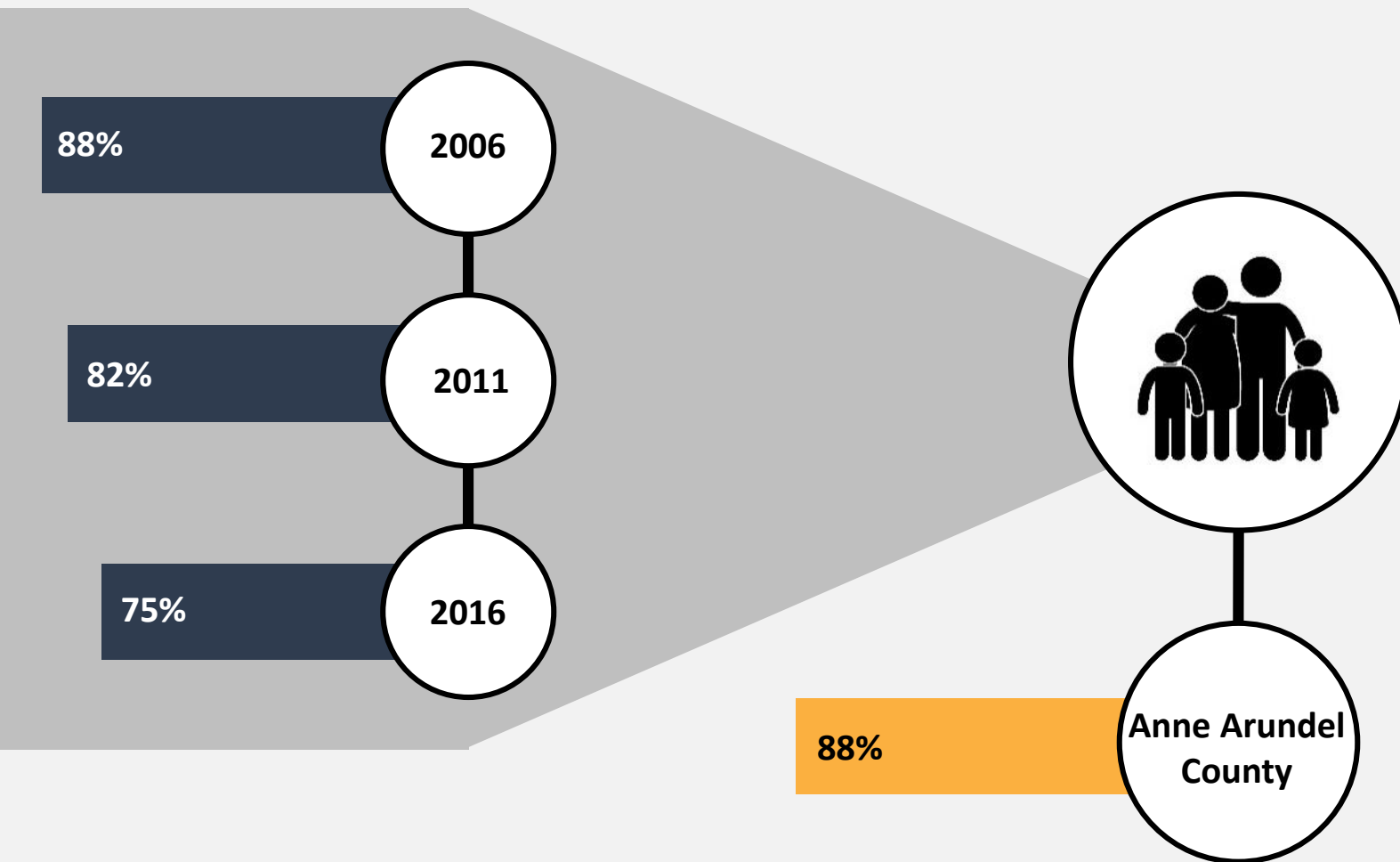
I Like the Community I Currently Live In





Changing Consumer Attitudes

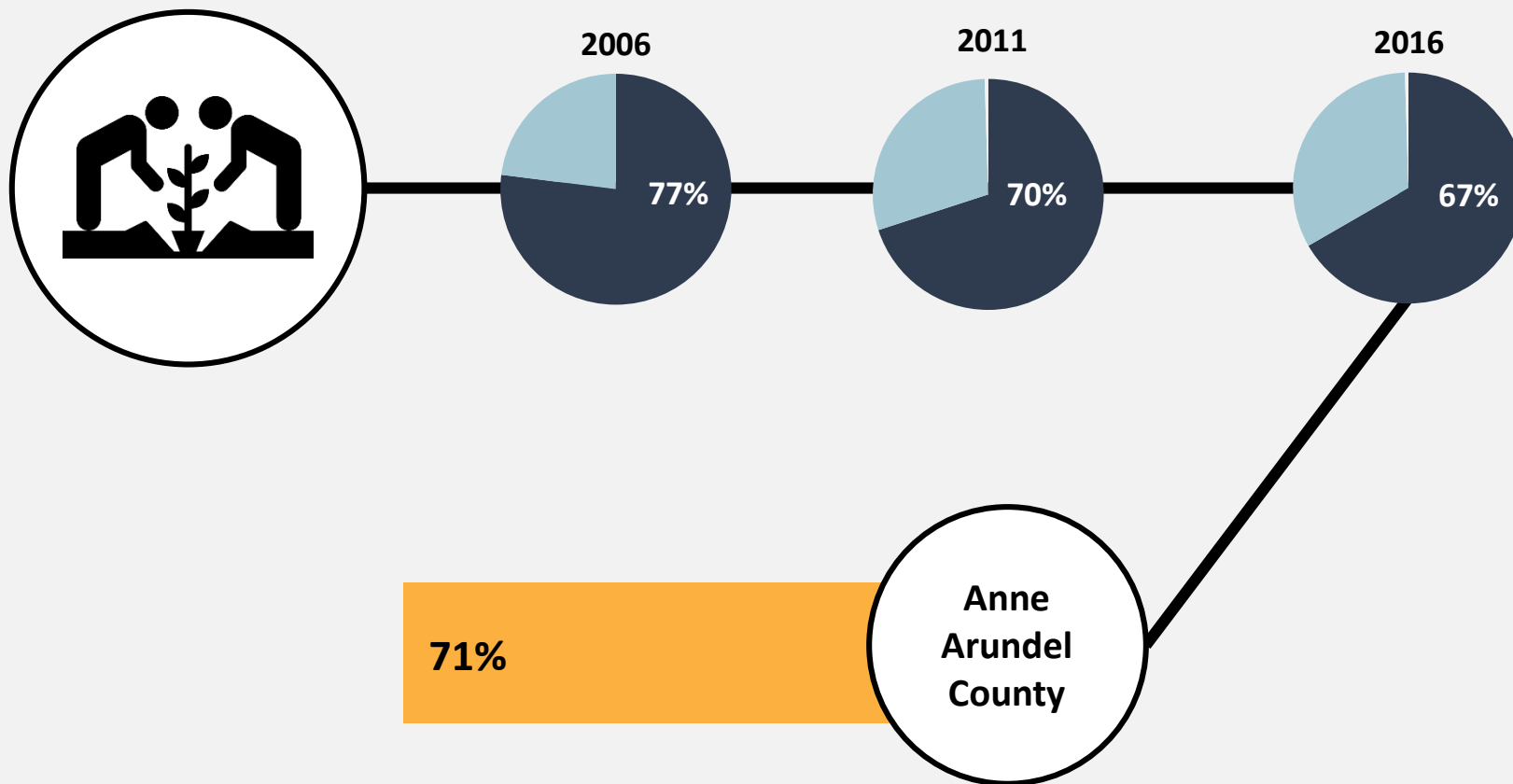
My Family is the Center of My Life

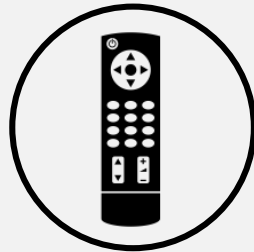
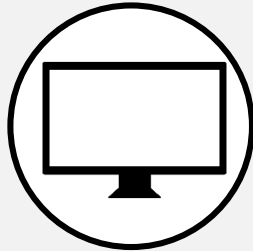




Changing Consumer Attitudes

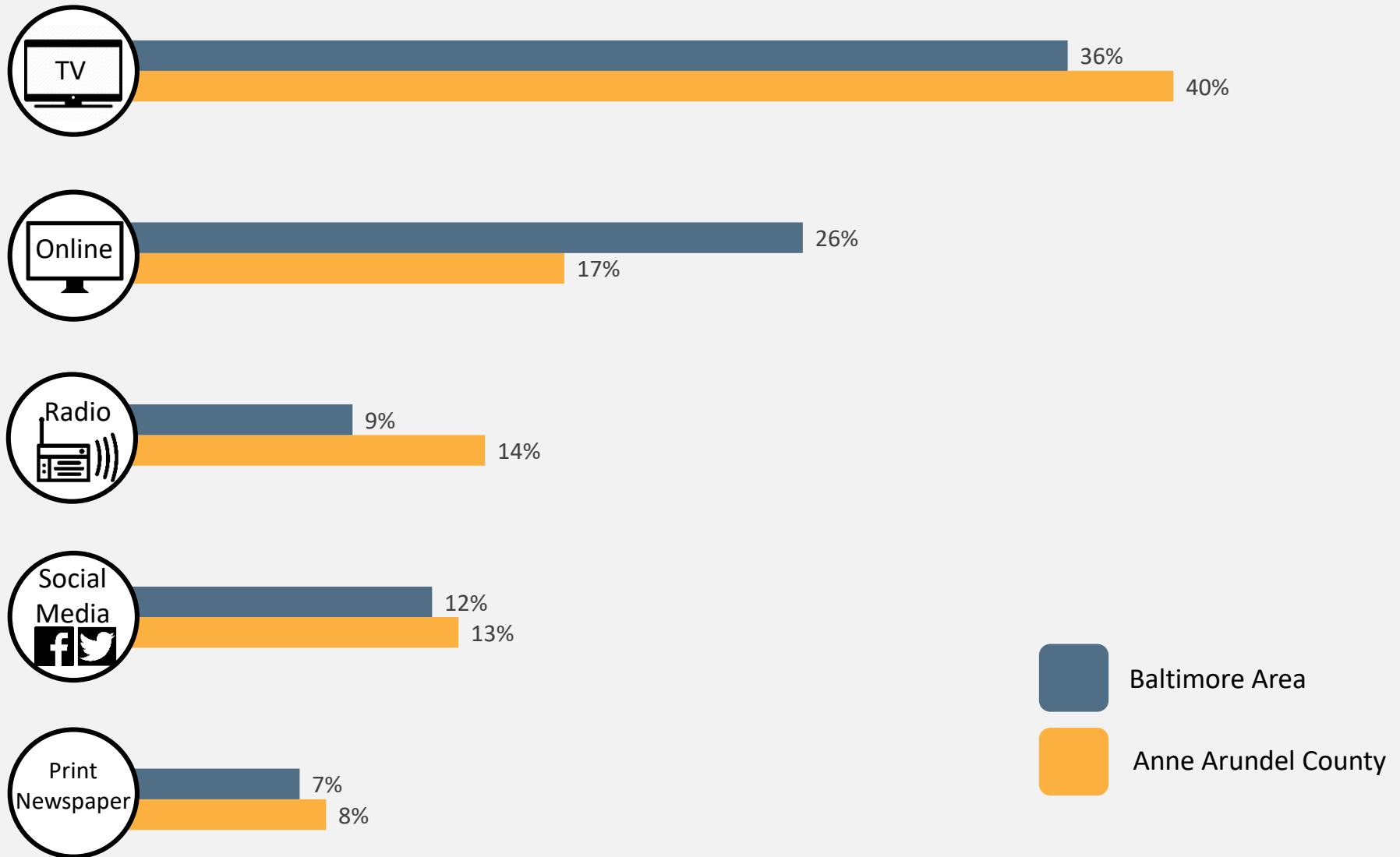
I Consider Myself a Charitable Person





LIVING WITH TECHNOLOGY

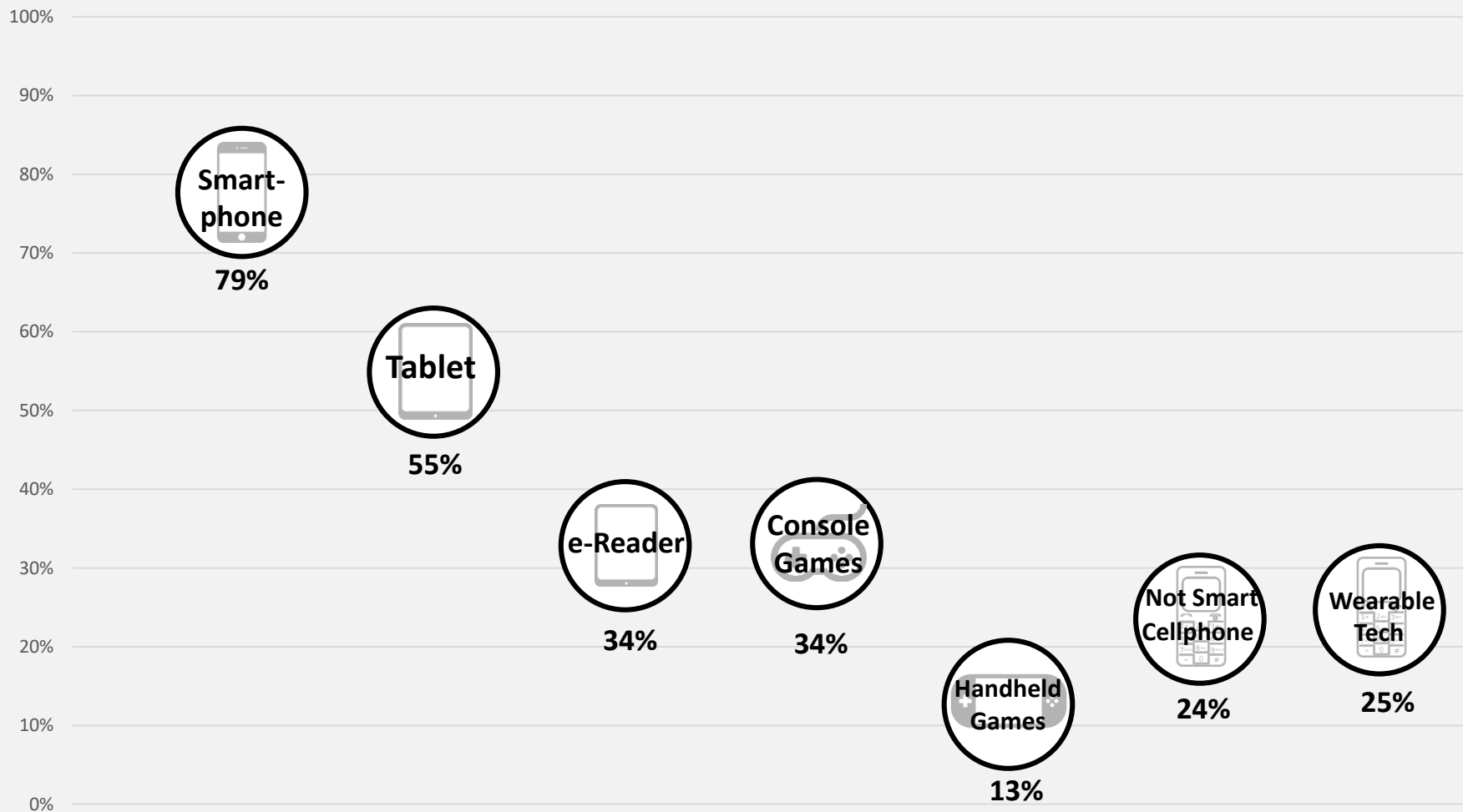
News/Information Source Used Most Often





Technology Ownership

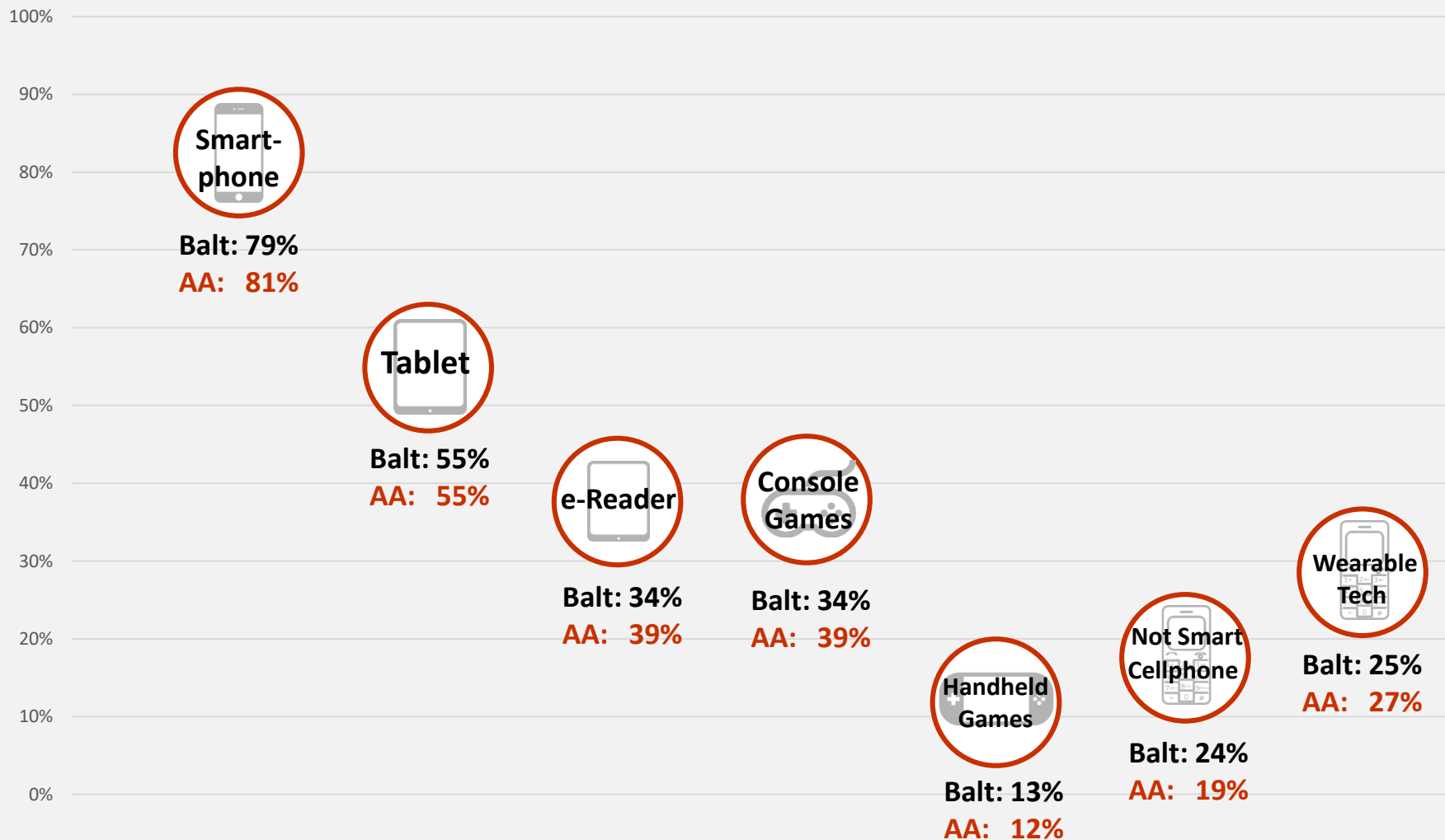
Baltimore Area





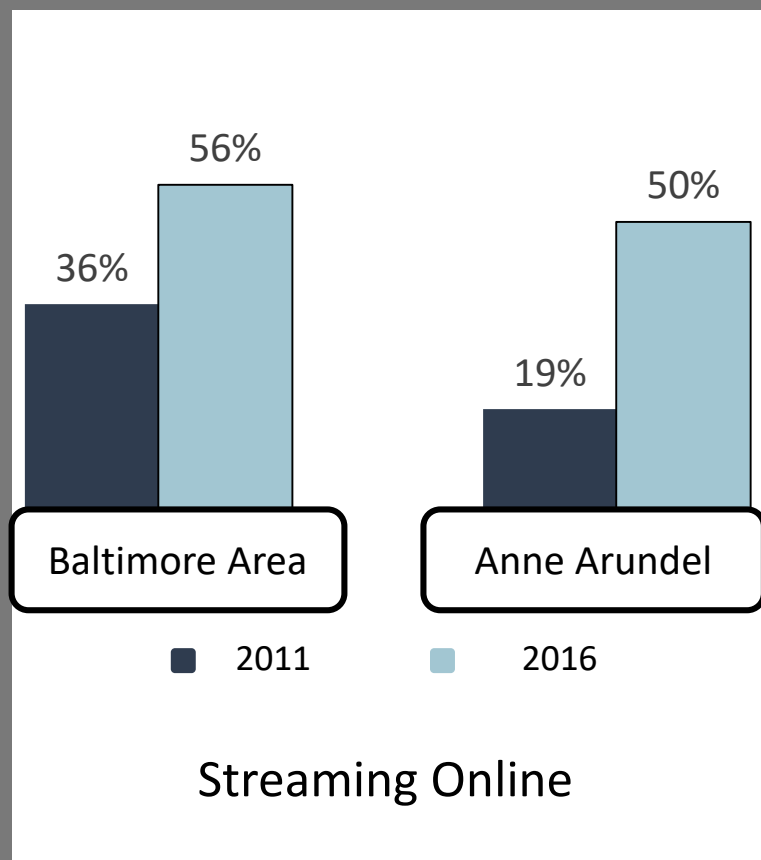
Technology Ownership

Anne Arundel County

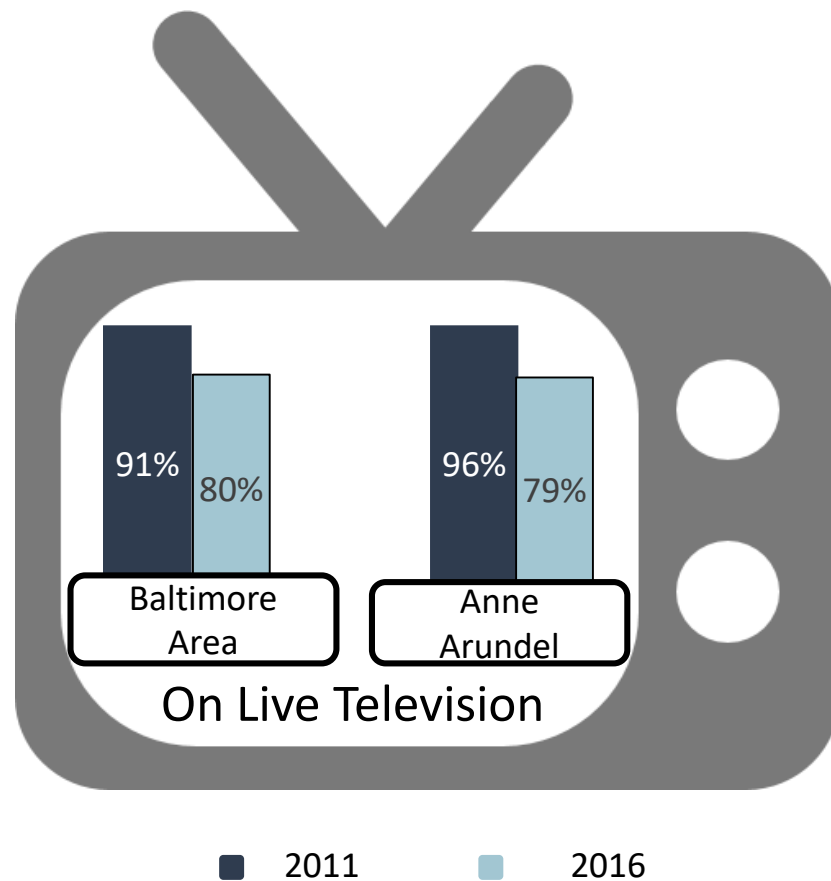




How We Watch Television



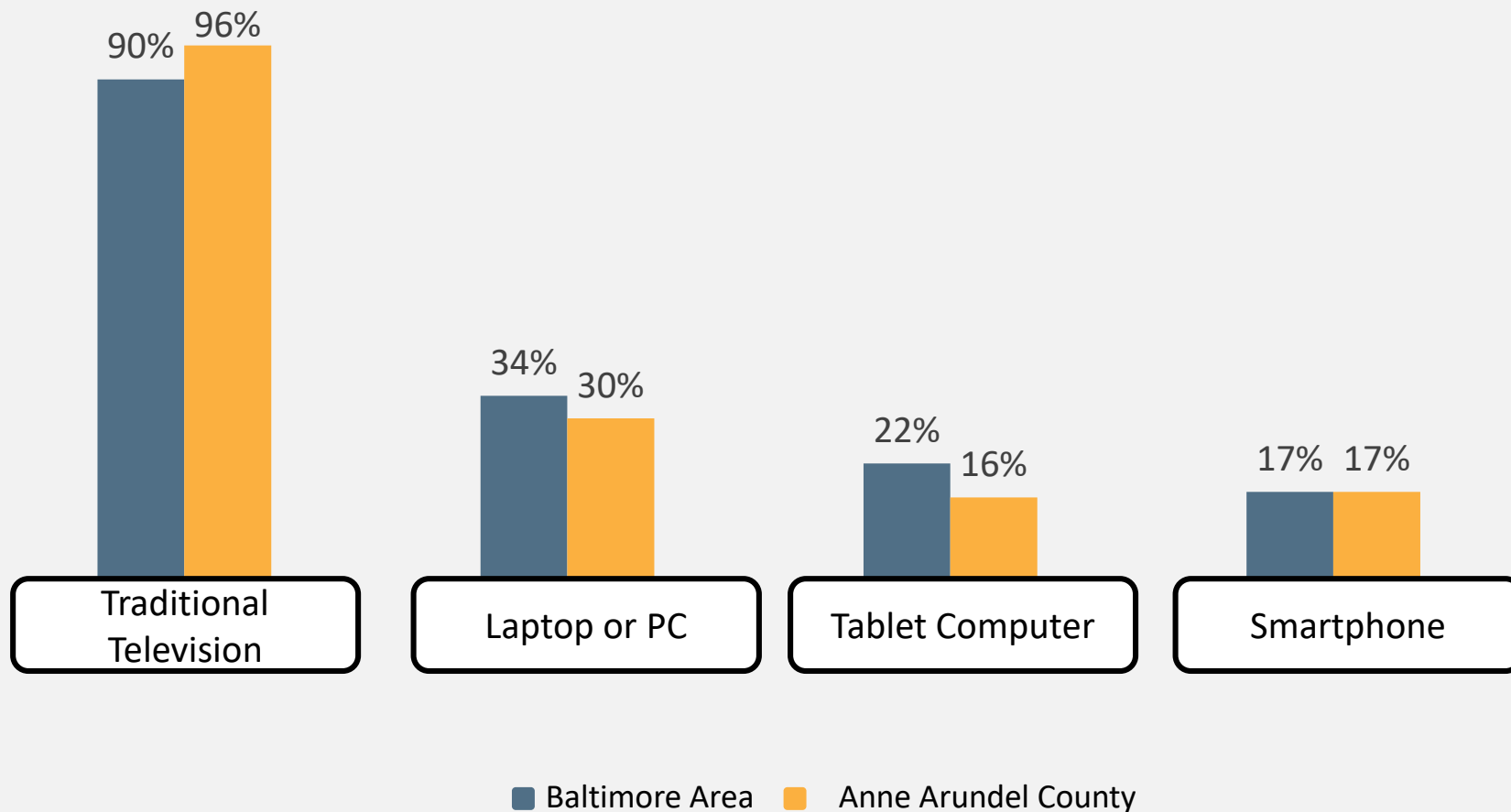
Streaming Online



On Live Television



Devices Used to Watch Television





Q&A

Steve Markenson, PRC

WBA Research

410-721-0500

smarkenson@WBAresearch.com