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Social & Digital Media Research

Over 60 million people live in Rural America.

Who are they and why are they an important audience for social and digital media marketing?

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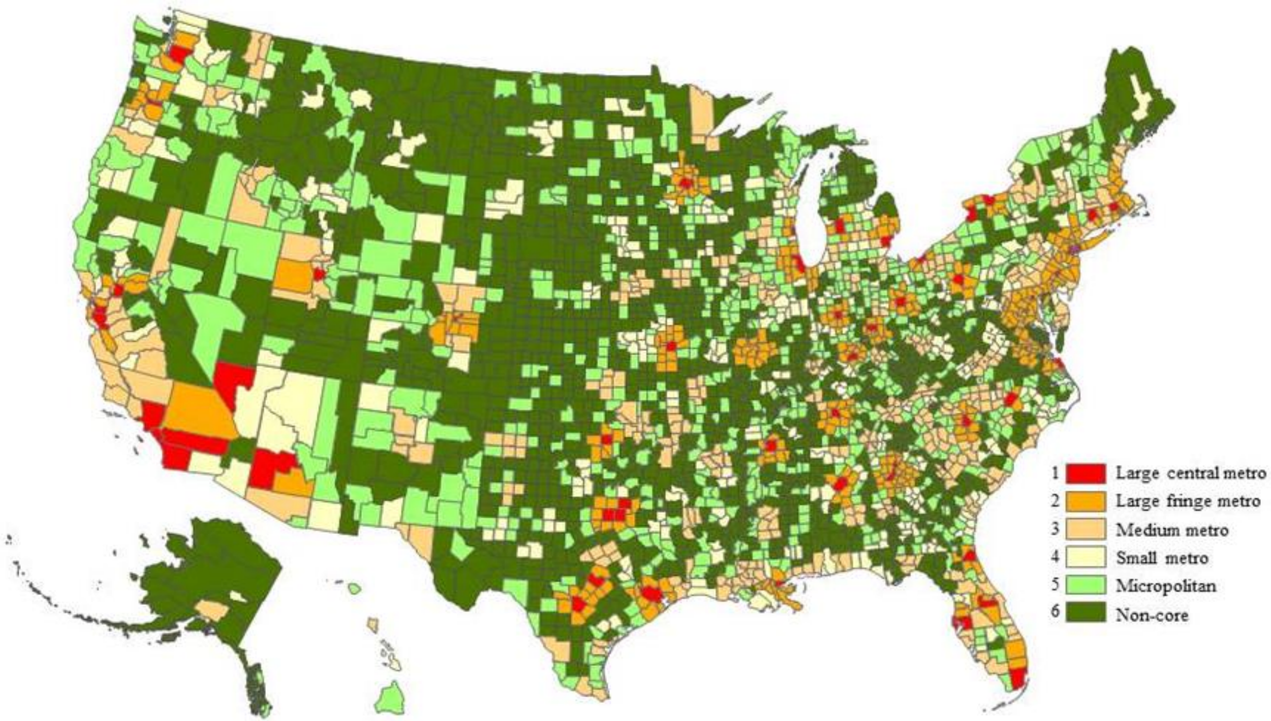
Demographic Overview

Demographics by County				
	D County	C County	B County	A County
Gender	50.2% Female, 49.8% Male	52.7% Female, 47.3% Male	52% Female, 48% Male	51.7% Female, 48.9% Male
Average Age	57 Years Old	50 Years Old	44 Years Old	46 Years Old
Average Income	$49,000 Per Year	$55,000 Per Year	$63,000 Per Year	$76,000 Per Year
Race	81.5% White 11.8% African American 6.0% Other 0.7% Asian	85.3% White 6.7% African American 6.0% Other 2.0% Asian	74.3% White 11.4% African American 8.9% Other 5.4% Asian	66.1% White 14.6% African American 10.8% Other 8.4% Asian
Ethnicity	92.8% Non-Hispanic 7.2% Hispanic	89.3% Non-Hispanic 10.7% Hispanic	84.7% Non-Hispanic 14.3% Hispanic	79.1% Non-Hispanic 20.9% Hispanic
Average Number of People in Household	Eight or more	One	Six	Seven

Source: Simmons Market Research
Simmons Market Research is based on National Average which is represented by 100

US Audience Population



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RURAL AMERICANS DON'T HAVE ACCESS TO TECH & INTERNET LIKE THEIR URBAN COUNTERPARTS

But that doesn't mean they don't act the same online

Importance of Online Rural Shoppers

- Rural consumers are responsible for more than 10.8 billion internet-driven transactions annually, out of 69.9 billion - so this audience represents 15% of all internet-driven transactions.
- Estimated value of rural online transactions is nearly $1.4 trillion.
- 45% of rural residents go online weekly to make a purchase.
- 58% of Americans in rural areas have shopped on marketplaces, 71% at large retailer sites, 39% on web stores or independent boutiques, and 40% at category-specific online stores.

Rural American’s access to the internet is growing every year.

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Internet Usage at Home

Most of C & D county Internet consumption comes from a computer, cell phone, or tablet device. Because of this, social and digital media marketing play a huge role in connecting to these rural consumers.

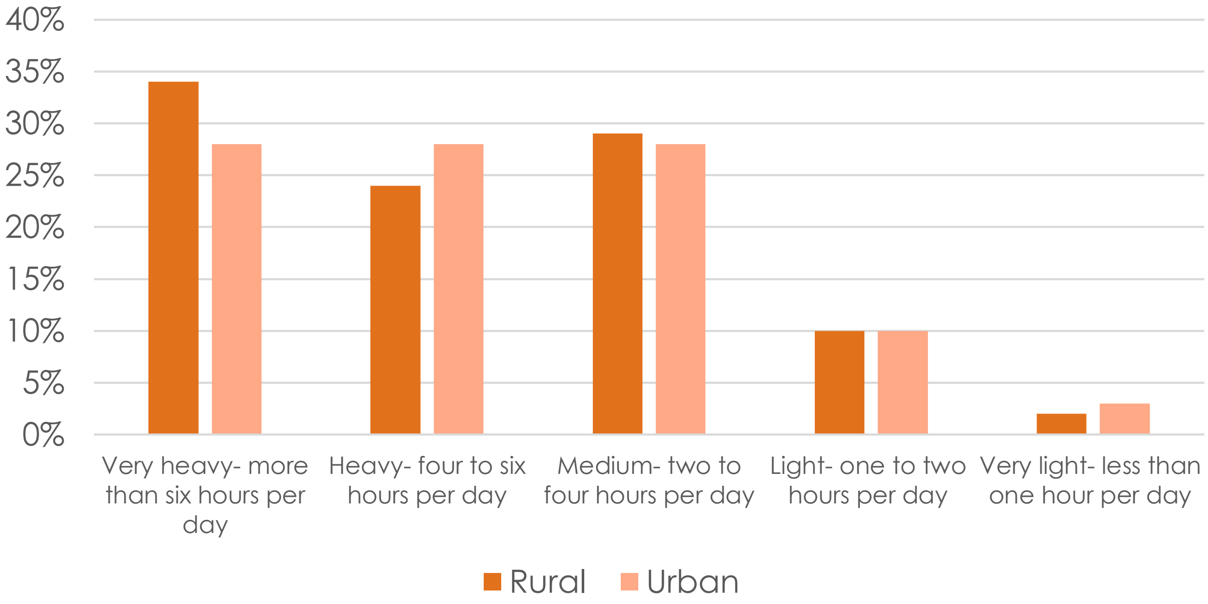
Internet Usage by County

	D County	C County	B County	A County
Computer	83	103	101	104
Cell phone or tablet	80	91	103	107
TV	50	85	106	117

Source: Simmons Market Research
Simmons Market Research is based on National Average which is represented by 100

Rural vs. Urban Internet Usage Levels

Rural consumers index higher than their urban counterparts, spending more than 6 hours a day on the Internet. They are also a near-match on medium to very light internet usage to urban consumers.



RURAL CONSUMERS ARE GROWING IN ONLINE PRESENCE AND INTERNET USAGE YEAR AFTER YEAR

What exactly are they doing online?

Social Media Influence for Rural Consumers

- 58% of rural residents use social media networks, falling behind urban residents at 64%.
- 51% of rural residents use social media.
- 30% of online shoppers say they would be likely to make a purchase from a social media network like Facebook, Pinterest, Instagram, Twitter, or Snapchat.
- 31% of shoppers said social media helped influence their buying decision.
- 25% of Rural Americans are more likely to buy something after seeing an ad on social media.

Usage of Online Platforms by Age

Social media is not just for millennials. The average age of 49-51 for C & D county consumers are very active on social media platforms, such as Facebook & YouTube.

Online Usage by Age

	Facebook	YouTube	Pinterest	Instagram	Snapchat	Linkedin	Twitter
Men	62%	75%	16%	30%	23%	25%	23%
Women	74%	72%	41%	39%	31%	25%	24%
Ages 18-29	81%	91%	34%	64%	68%	29%	40%
Ages 30-49	78%	85%	34%	40%	26%	33%	27%
Age 50-64	65%	68%	26%	21%	10%	24%	19%
Age 65+	41%	40%	16%	10%	3%	9%	8%
Rural	58%	59%	28%	25%	18%	13%	17%

Source: Pew Research Center

Social Media Consumption

C & D county consumers stay relatively on par with A & B county counties in terms of weekly social media consumption.

Social Media Consumption by County

	D County	C County	B County	A County
1-2 x per day	23.7%	25.4%	24.4%	23.9%
3+ x per day	47.9%	39.7%	46.4%	48.2%
4-6 x per week	12.3%	11.3%	11.4%	9.5%
1-3 x per week	8.6%	13.0%	9.9%	11.8%
Less than once a week	7.5%	10.6%	7.9%	6.6%

Source: Pew Research Center

Brand Engagement

Rural residents utilize social media to not only stay up-to-date with their friends, but also to stay engaged with their favorites businesses.

Brand Engagement

	Rural	Urban
Product updates	28%	30%
Special promotions	29%	28%
Customer service	15%	9%
Brand news	12%	12%
Other	15%	21%

Source: Pew Research Center

Social Media Statements

Social Statements by County

	D County	C County	B County	A County
I talk about things I see on social media in face-to-face conversations.	84	92	106	104
Social media is a way for me to tell people about companies & products that I like.	84	88	898	111
Sometimes I post ratings or reviews online for other consumers to read.	74	80	112	107
I like to follow my favorite brands or companies on social media.	79	65	103	116
I am more likely to purchase products I see advertised on social media.	83	83	99	112
I often click on links or items posted by others on social media .	106	90	101	100
I am more likely to purchase products I see used or recommended by friends on social media.	88	84	98	111
I trust product information that I get from social media more than other sources.	112	68	102	105

Source: Simmons Market Research
Simmons Market Research is based on National Average which is represented by 100

Purchasing Behavior

Rural consumers are adapting to making online purchases using their mobile devices. Of those rural consumers who do purchase items online, 51% use a computer while 42% use their smartphone.

- 36% of rural consumers purchased a product after seeing a mobile notification.
- 30% of rural consumers purchased a product after seeing an ad on TV.
- **25% of rural consumers purchased a product after seeing an ad on social media.**
- 20% of rural consumers purchased a product after seeing a promotion in an email marketing newsletter.
- 19% of rural consumers purchased a product after hearing an ad on the radio.
- 13% of rural consumers purchased a product after seeing an online banner ad.

*Based on purchases in last six months

SOCIAL MEDIA IS A GREAT WAY TO CONNECT WITH RURAL CONSUMERS AND GROW BRAND AWARENESS

Let’s review how a good paid search program will help to reach rural consumers

Paid Search for Product Discovery

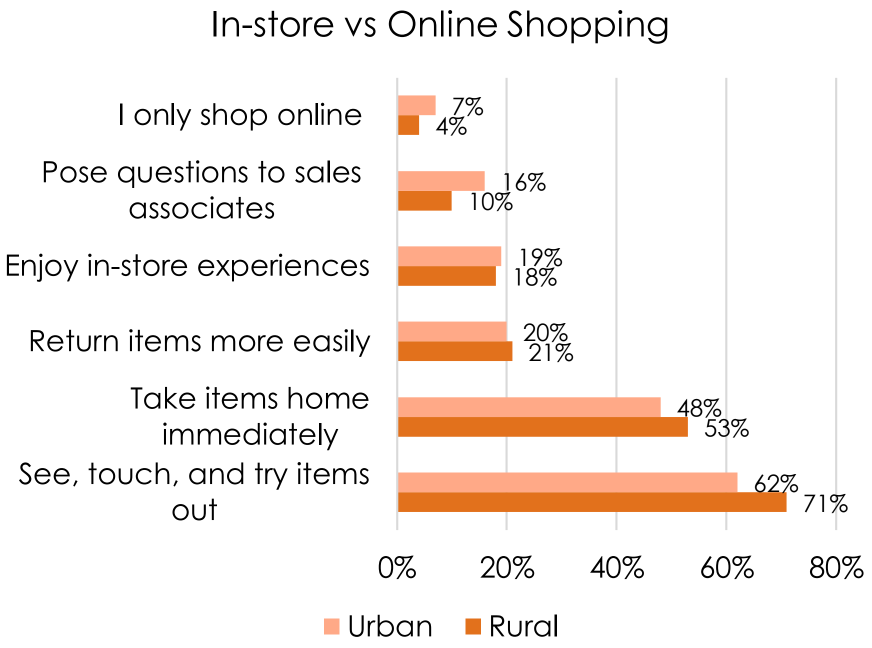
Paid search is an essential component to any marketing mix. It makes it easy for rural consumers to find your brand or stores online.

The most popular ways consumers find new products are:

- In-store browsing (59%)
- Word-of-mouth from friends, family, colleagues (57%)
- Using a search engine (47%)
- Articles in print magazines/newspapers (34%)

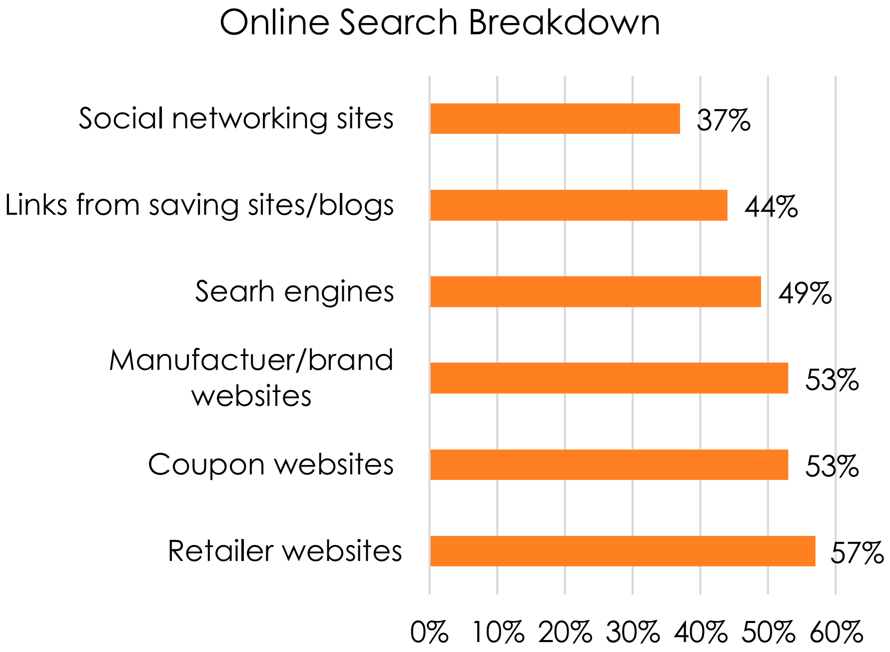
Paid Search for Product Discovery

- Rural shoppers are more inclined to go into a store for purchases, but they do their research online before going.
- Ensuring your brand is easily accessible through social media and paid search is key for brand discovery with rural shoppers.



Utilization of Paid Search

- Consumers are turning to websites as the first option to search for deals.
- 53% of consumers then use coupon websites (RetailMeNot, Coupons.com, etc.) for their online expenditures.
- 53% also use manufacturing and brand websites to obtain cheaper options instead of purchasing from large retailers.



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RURAL CONSUMERS ARE PRICE-CONSCIOUS AND LOOK FOR SAVINGS IN BOTH DIGITAL & PRINT

Why is the affiliate channel key to influencing rural shoppers?

Impact of Affiliate Marketing on Consumers

- 86% of the shoppers surveyed said coupons have influenced them to try a new product.
- 84% of shoppers say coupons influence their store choices.
- 77% decide which stores to shop based on where they can use paper coupons.
- 75% of those surveyed print coupons from the internet and then take in-store to purchase.
- 71% of Americans' purchasing behaviors are influenced by their ability to find a coupon or discount online.
- 67% decide which store to shop based on where they can use paperless discounts.

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Popular Coupon Sites Visited

- D county consumers are less likely to use digital coupons because they still prefer traditional print options
- C county consumers continue using print coupons, but they are growing in terms of their use of online coupons.
- C county residents are more tech-savvy than D county residents.
- Rural consumers are less likely to use coupon sites like Groupon or Living Social because those sites are targeted to large metro areas.

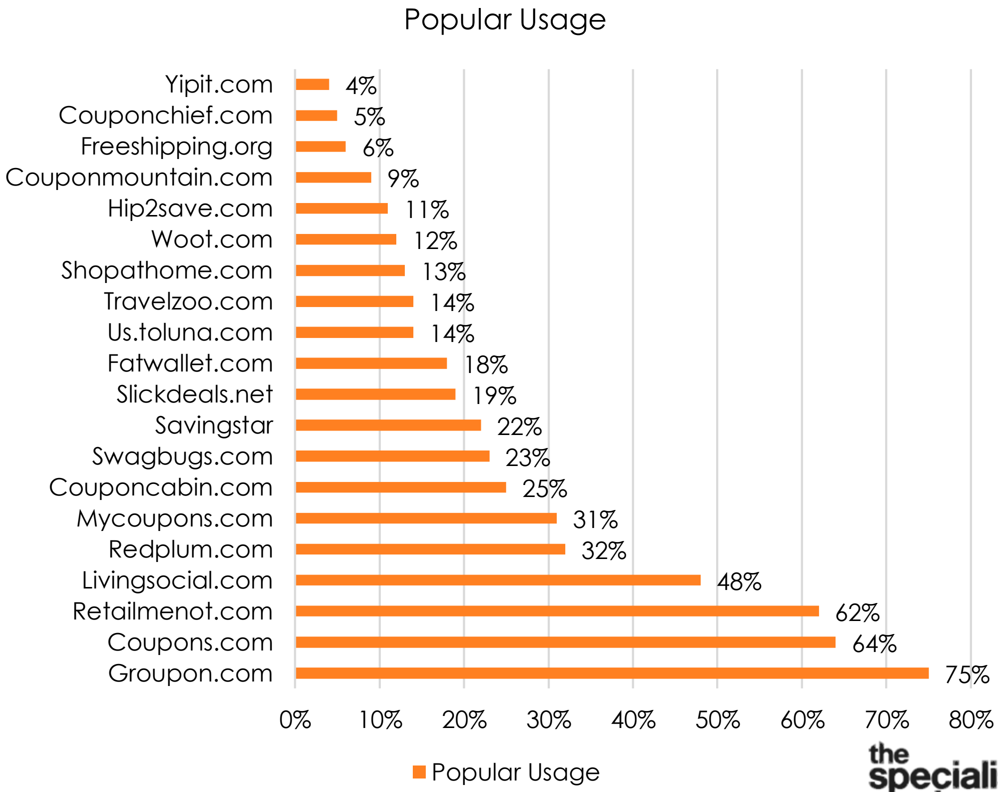
Popular Sites Visited by County

	D County	C County	B County	A County
Coupons.com	49	102	136	92
Groupon	33	40	123	127
Living Social	6	33	140	127

Source: Simmons Market Research
Simmons Market Research is based on National Average which is represented by 100

Top Affiliate Sites Used by all Consumers

- 64% of consumers use Coupons.com.
- 62% of consumers are aware of and use RetailMeNot.
- The most used coupons from affiliate sites are:
  - Groceries
  - Restaurants
  - Household goods
  - Apparel
  - Healthy & beauty



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Source: Statista

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Popular Rural Retailers in the Affiliate Channel

- National chain grocery stores such as Safeway, Kroger, Publix and Wal-Mart, were some of the first stores to offer digital coupons.
- Dollar General then followed suit launching a partnership with Coupons.com.
- Ace Hardware also began online coupons for customers to have on their mobile device and even via text message.
- More than half of U.S. digital coupon users have found deals through emails from retailers, or through search engine websites like Google and Bing on their phones.

RURAL CONSUMERS ARE BECOMING INCREASINGLY TECH-SAVVY AND MORE INVOLVED ONLINE

It is essential to have strong omni-channel marketing to reach rural consumers and ensure the message sticks

RURAL PARTNERSHIP

C & D county consumers are relatively untapped, very responsive, and key to the bottom line

TSWRural has the resources, expertise, and experience to reach the highly-desirable rural market

Phone: (888) 506-6055

Email: contact@tswrural.com

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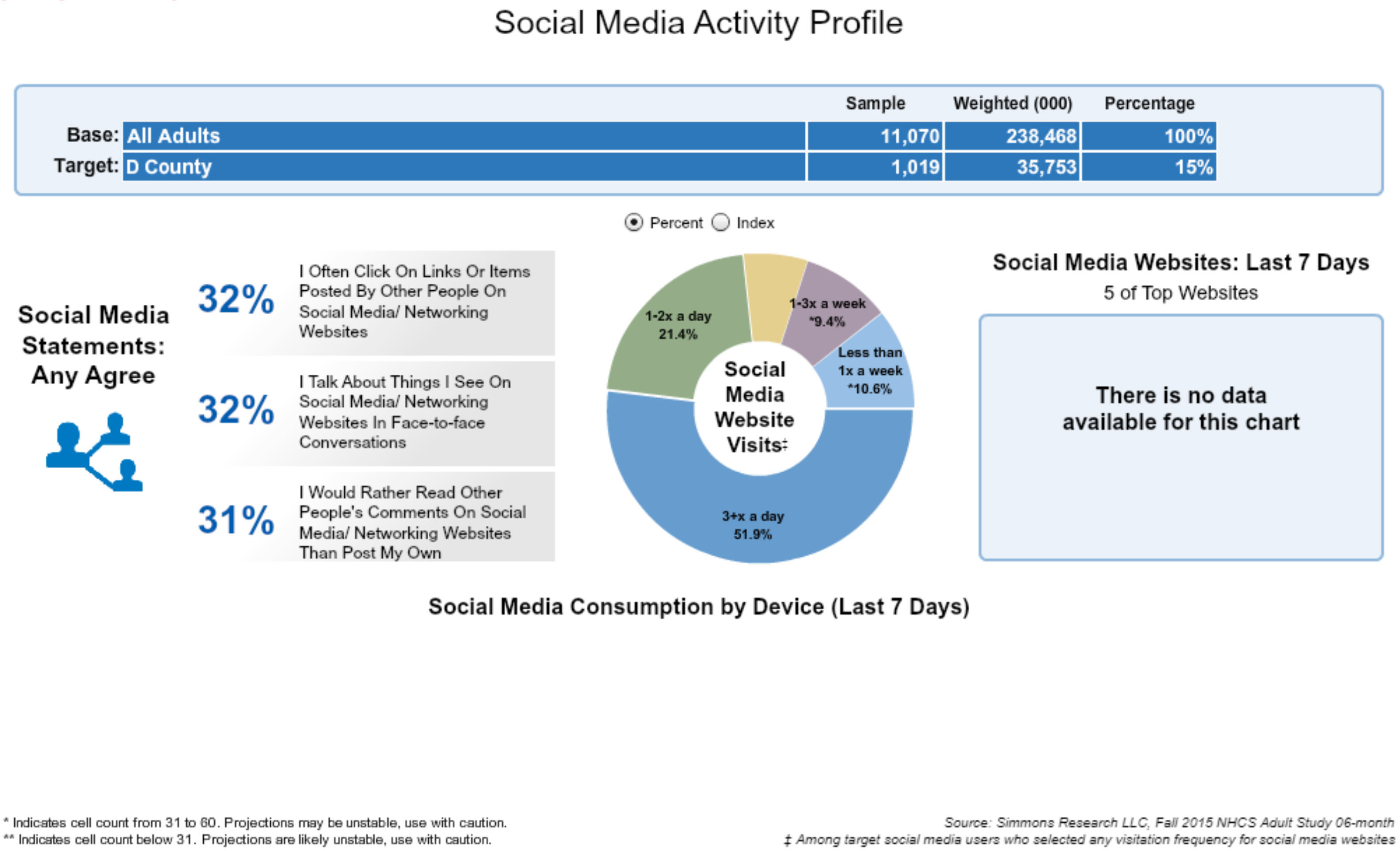
Appendix



Social Media Activity Profile

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	D County	1,019	35,753	15%

● Percent ○ Index

Social Media Statements: Any Agree

32%	I Often Click On Links Or Items Posted By Other People On Social Media/ Networking Websites
32%	I Talk About Things I See On Social Media/ Networking Websites In Face-to-face Conversations
31%	I Would Rather Read Other People's Comments On Social Media/ Networking Websites Than Post My Own

Social Media Websites: Last 7 Days

5 of Top Websites

There is no data available for this chart

Social Media Consumption by Device (Last 7 Days)

* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.
** Indicates cell count below 31. Projections are likely unstable, use with caution.

Source: Simmons Research LLC, Fall 2015 NHCS Adult Study 06-month
‡ Among target social media users who selected any visitation frequency for social media websites

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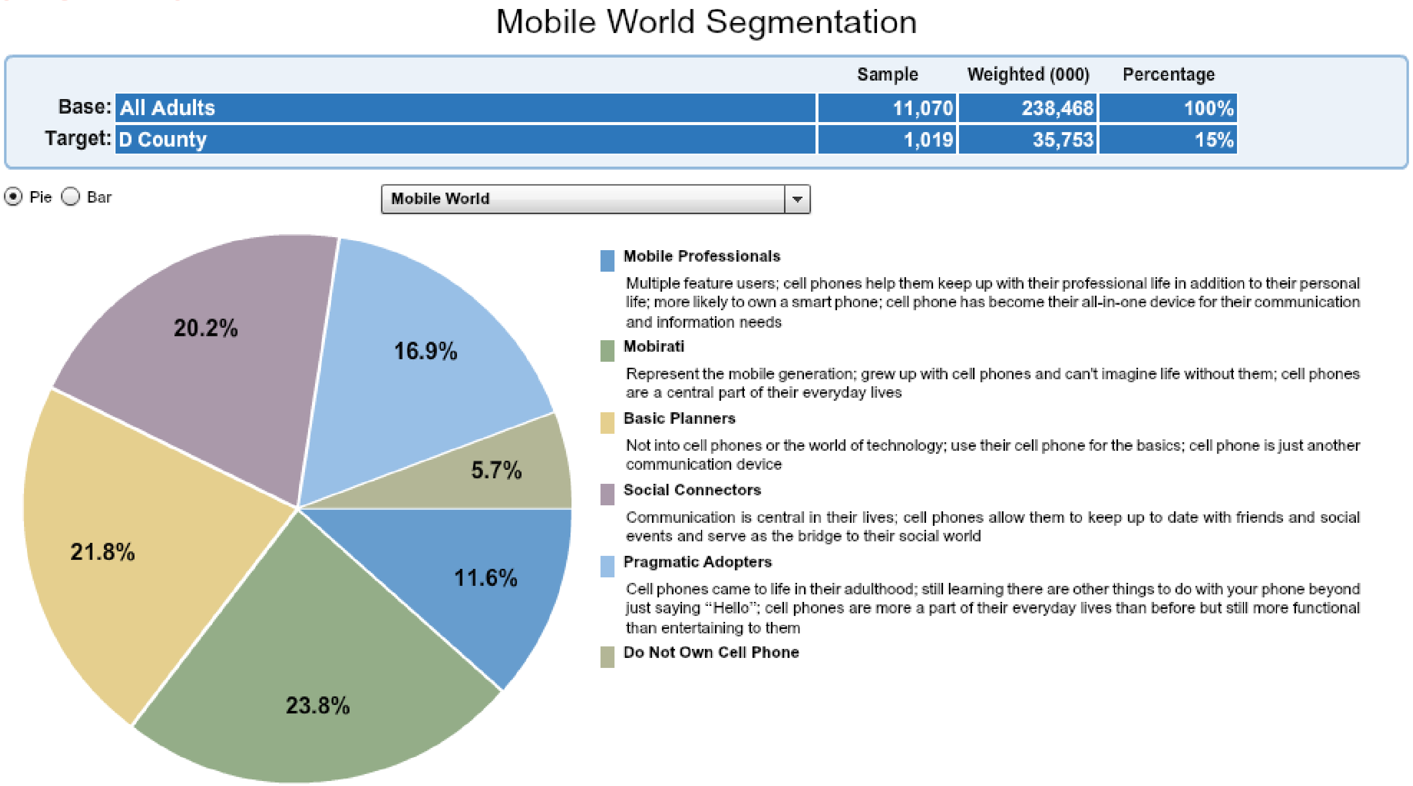

Mobile World Segmentation

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	D County	1,019	35,753	15%

● Pie ○ Bar

Mobile World ▾

Mobile Professionals

Multiple feature users; cell phones help them keep up with their professional life in addition to their personal life; more likely to own a smart phone; cell phone has become their all-in-one device for their communication and information needs

Mobirati

Represent the mobile generation; grew up with cell phones and can't imagine life without them; cell phones are a central part of their everyday lives

Basic Planners

Not into cell phones or the world of technology; use their cell phone for the basics; cell phone is just another communication device

Social Connectors

Communication is central in their lives; cell phones allow them to keep up to date with friends and social events and serve as the bridge to their social world

Pragmatic Adopters

Cell phones came to life in their adulthood; still learning there are other things to do with your phone beyond just saying "Hello"; cell phones are more a part of their everyday lives than before but still more functional than entertaining to them

Do Not Own Cell Phone

Source: Simmons Research LLC, Fall 2015 NHCS Adult Study 06-month

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Appendix

Digital Activity Profile

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	D County	1,019	35,753	15%

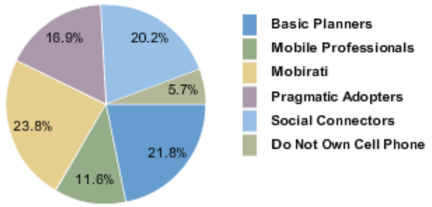
Internet Location Accessed Most Often

Home	97
Hotels	*77
Library	*75
Work	72
School	**63
Restaurants	*59
Airports	**46

Internet at Home: Usage Access

Cellphone or Tablet	92
Computer	83
Television	47

Mobile Segment Composition



Smartphone Activity Index

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Source: Simmons Research LLC

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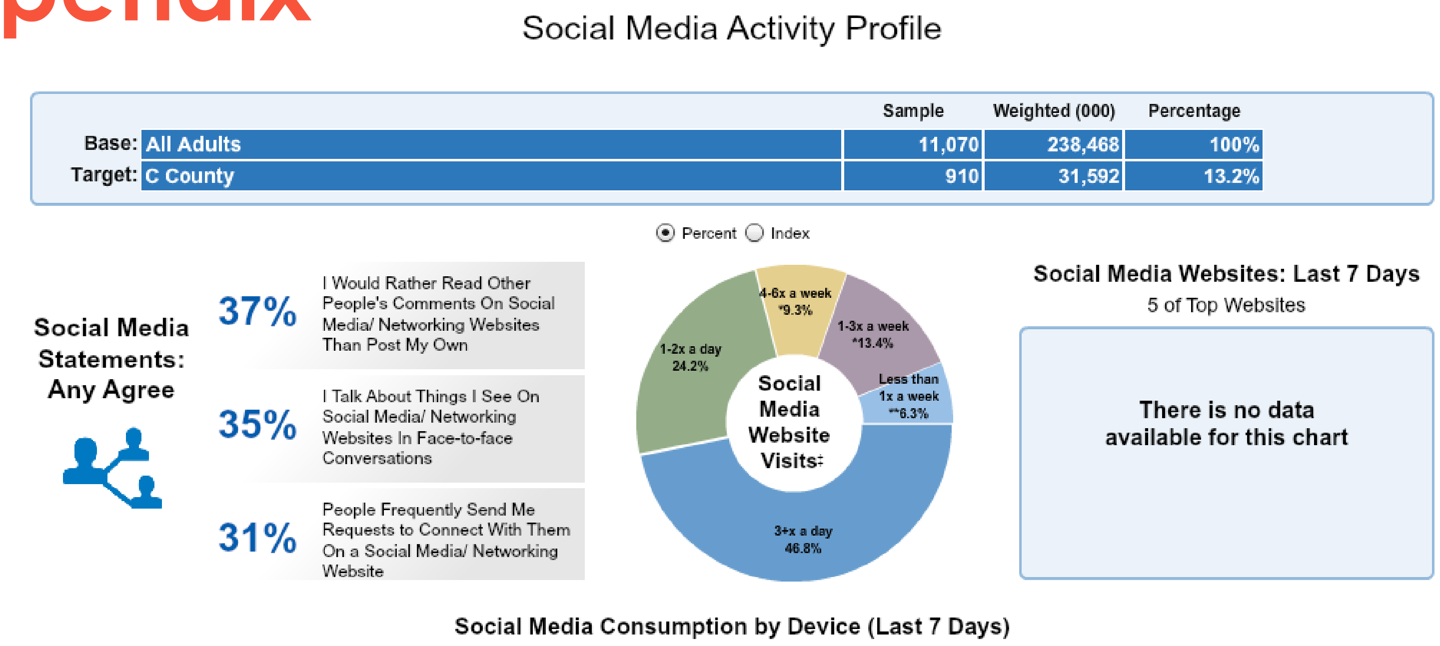

Social Media Activity Profile

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	C County	910	31,592	13.2%

● Percent ○ Index

Social Media Statements: Any Agree

37%	I Would Rather Read Other People's Comments On Social Media/ Networking Websites Than Post My Own
35%	I Talk About Things I See On Social Media/ Networking Websites In Face-to-face Conversations
31%	People Frequently Send Me Requests to Connect With Them On a Social Media/ Networking Website

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5 of Top Websites

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Digital Activity Profile

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	C County	910	31,592	13.2%

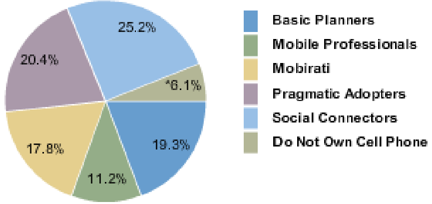
Internet Location Accessed Most Often

Restaurants	*119
Library	**99
Home	94
Work	84
Airports	**76
School	*68
Hotels	*54

Internet at Home: Usage Access

Computer	Cellphone or Tablet	Television
95	94	74

Mobile Segment Composition



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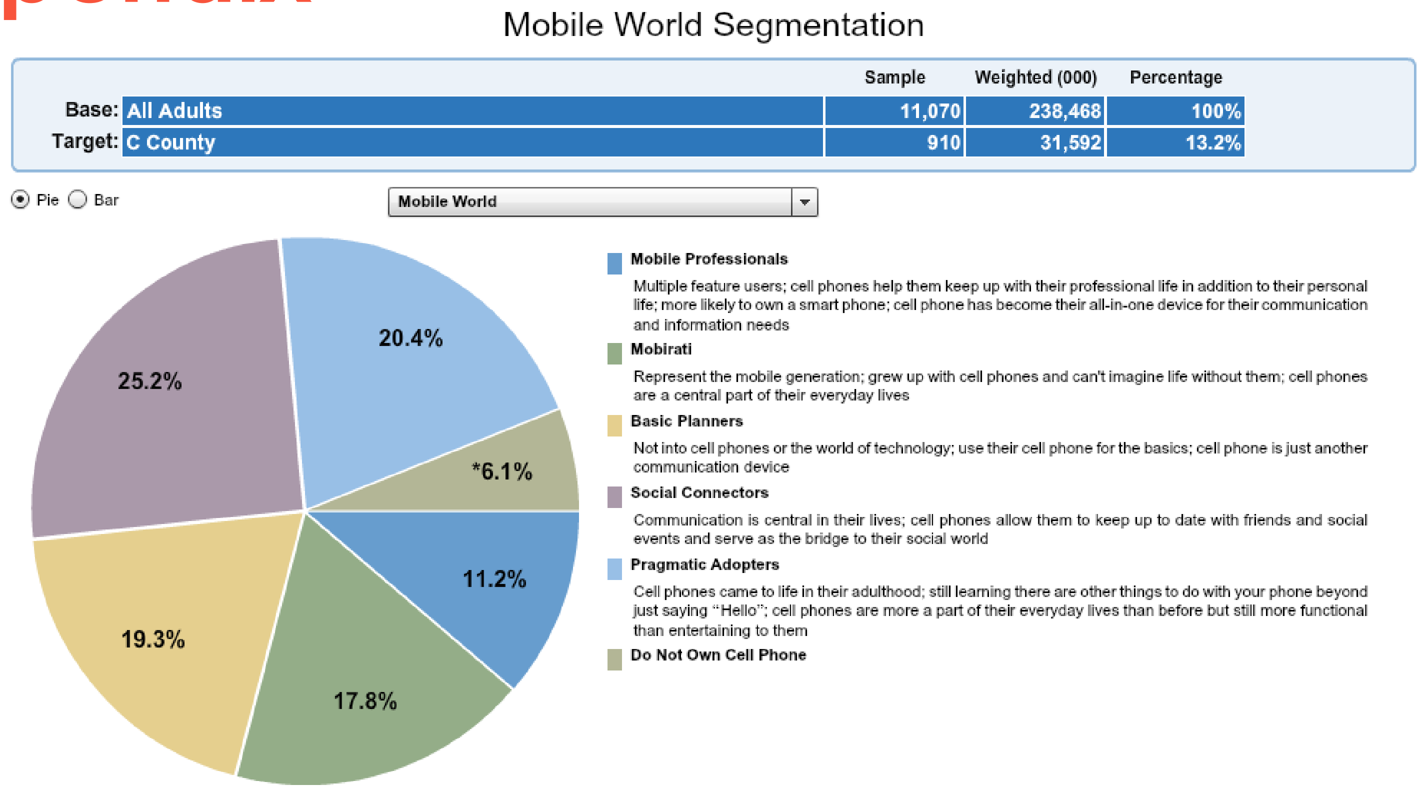

Mobile World Segmentation

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	C County	910	31,592	13.2%

● Pie ○ Bar

Mobile World

🟦 **Mobile Professionals**

Multiple feature users; cell phones help them keep up with their professional life in addition to their personal life; more likely to own a smart phone; cell phone has become their all-in-one device for their communication and information needs

🟩 **Mobirati**

Represent the mobile generation; grew up with cell phones and can't imagine life without them; cell phones are a central part of their everyday lives

🟨 **Basic Planners**

Not into cell phones or the world of technology; use their cell phone for the basics; cell phone is just another communication device

🟪 **Social Connectors**

Communication is central in their lives; cell phones allow them to keep up to date with friends and social events and serve as the bridge to their social world

🟦 **Pragmatic Adopters**

Cell phones came to life in their adulthood; still learning there are other things to do with your phone beyond just saying “Hello”; cell phones are more a part of their everyday lives than before but still more functional than entertaining to them

🟫 **Do Not Own Cell Phone**

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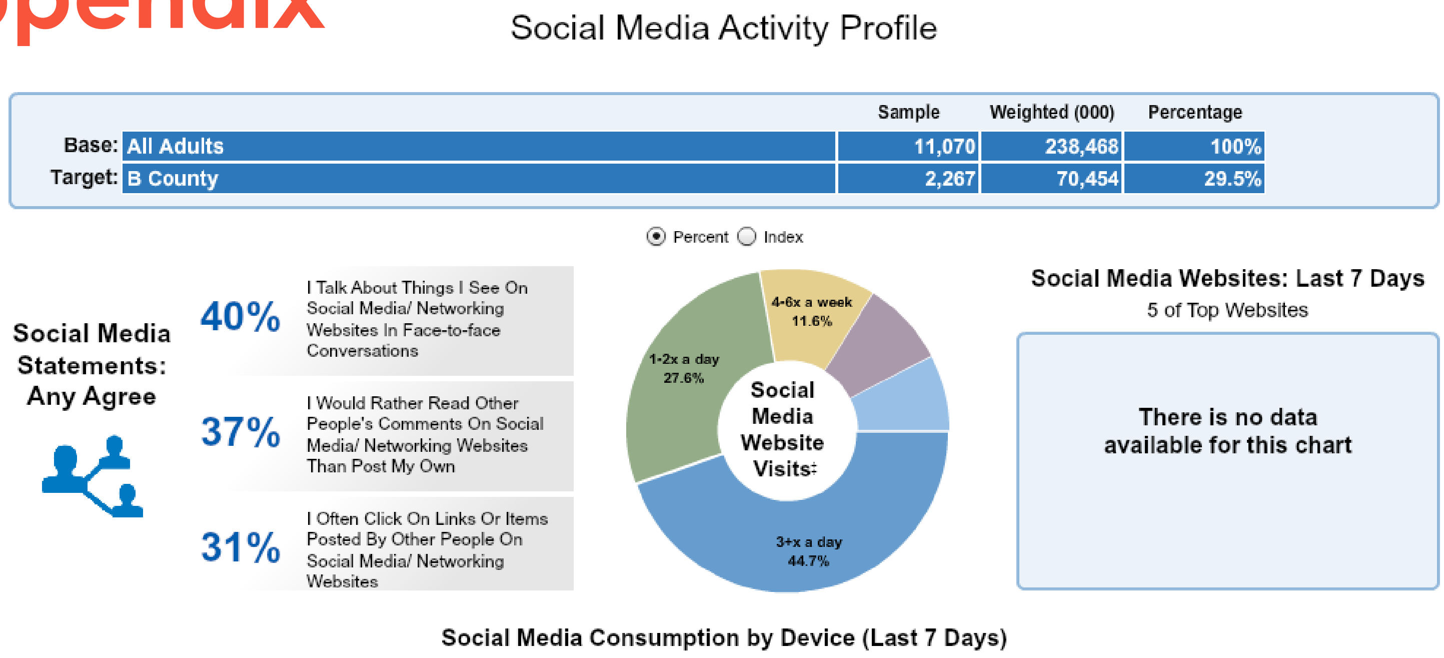

Social Media Activity Profile

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	B County	2,267	70,454	29.5%

● Percent ○ Index

Social Media Statements: Any Agree

40%	I Talk About Things I See On Social Media/ Networking Websites In Face-to-face Conversations
37%	I Would Rather Read Other People's Comments On Social Media/ Networking Websites Than Post My Own
31%	I Often Click On Links Or Items Posted By Other People On Social Media/ Networking Websites

Social Media Websites: Last 7 Days

5 of Top Websites

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Social Media Consumption by Device (Last 7 Days)

Source: Simmons Research LLC, Fall 2015 NHCS Adult Study 06-month

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Digital Activity Profile

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	B County	2,267	70,454	29.5%

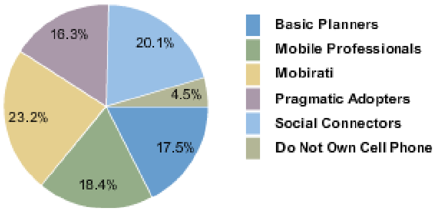
Internet Location Accessed Most Often

Hotels	130
Airports	127
School	123
Work	107
Restaurants	104
Home	100
Library	95

Internet at Home: Usage Access

Television	Computer	Cellphone or Tablet
126	104	103

Mobile Segment Composition



Smartphone Activity Index

Source: Simmons Research LLC

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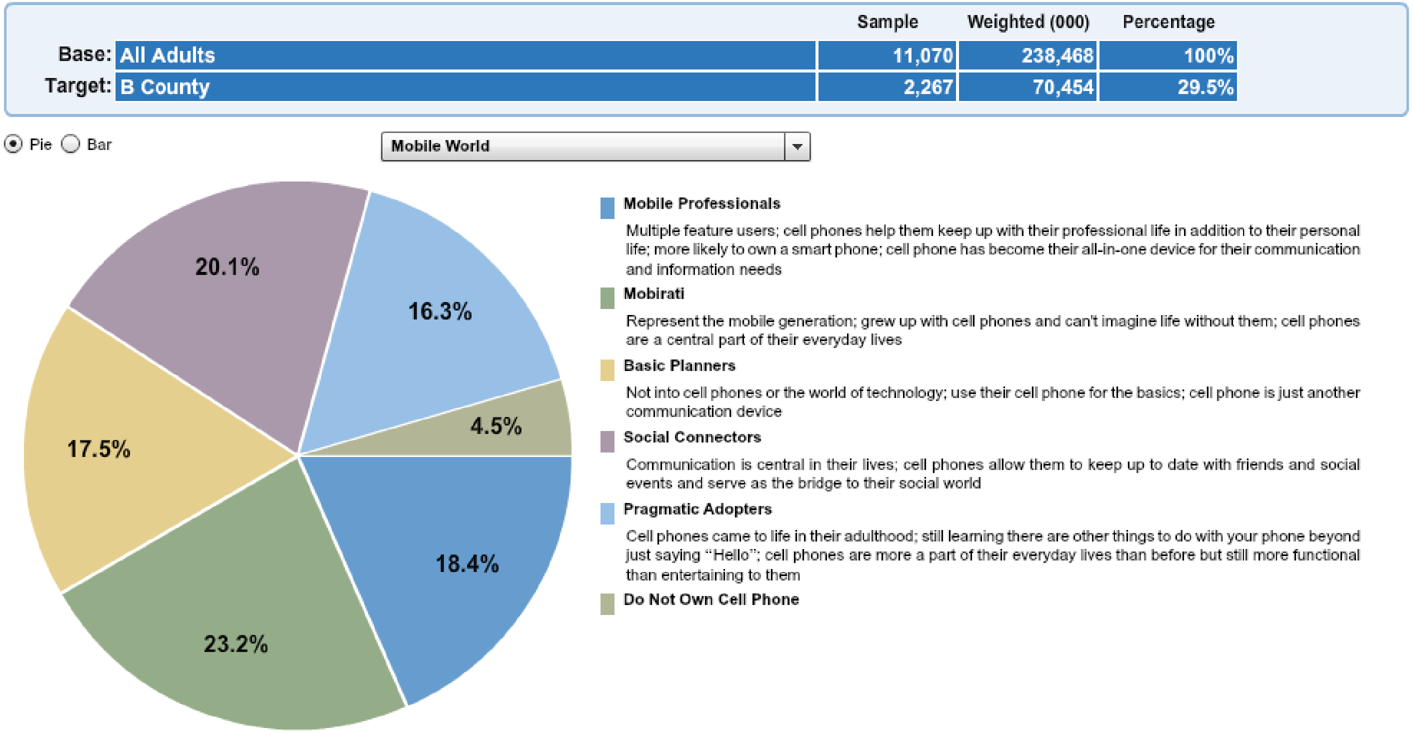
Mobile World Segmentation



		Sample	Weighted (000)	Percentage
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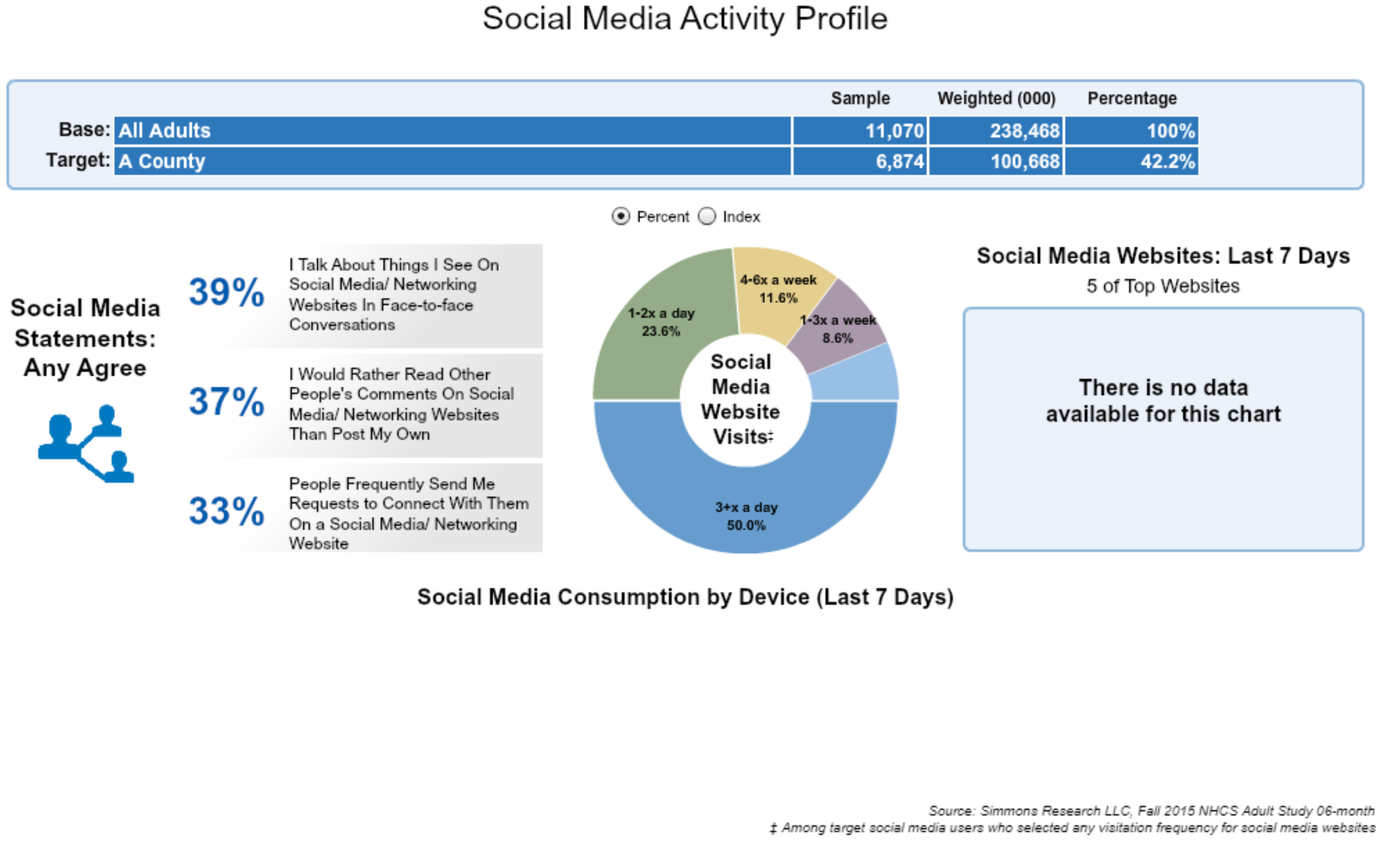

Social Media Activity Profile

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	A County	6,874	100,668	42.2%

● Percent ○ Index

Social Media Statements: Any Agree

39%	I Talk About Things I See On Social Media/ Networking Websites In Face-to-face Conversations
37%	I Would Rather Read Other People's Comments On Social Media/ Networking Websites Than Post My Own
33%	People Frequently Send Me Requests to Connect With Them On a Social Media/ Networking Website

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5 of Top Websites

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Digital Activity Profile

		Sample	Weighted (000)	Percentage
Base:	All Adults	11,070	238,468	100%
Target:	A County	6,874	100,668	42.2%

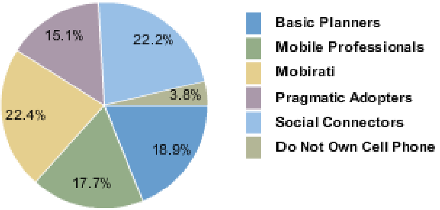
Internet Location Accessed Most Often

Library	113
Work	110
Airports	108
School	107
Restaurants	106
Home	103
Hotels	101

Internet at Home: Usage Access

Television	Computer	Cellphone or Tablet
108	105	103

Mobile Segment Composition



Smartphone Activity Index

Source: Simmons Research LLC

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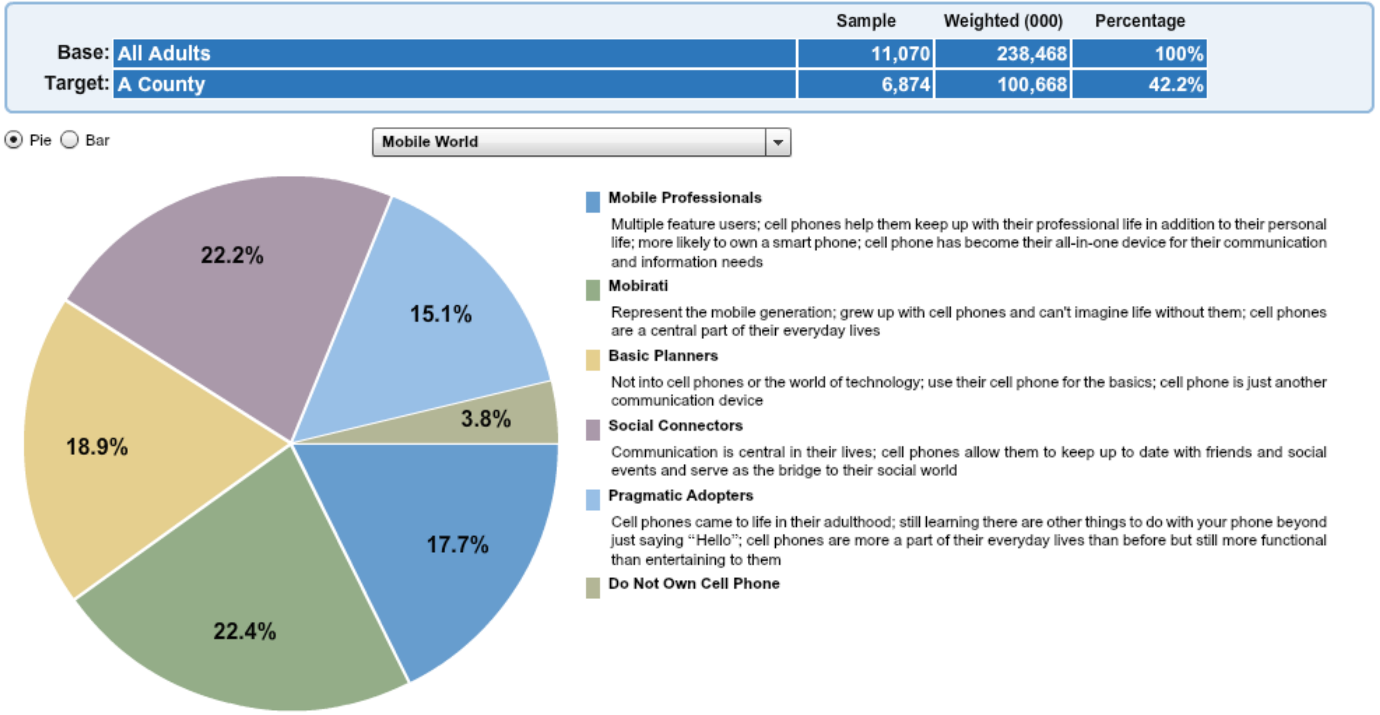
Mobile World Segmentation



		Sample	Weighted (000)	Percentage
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Target:	A County	6,874	100,668	42.2%

● Pie ○ Bar

Mobile World

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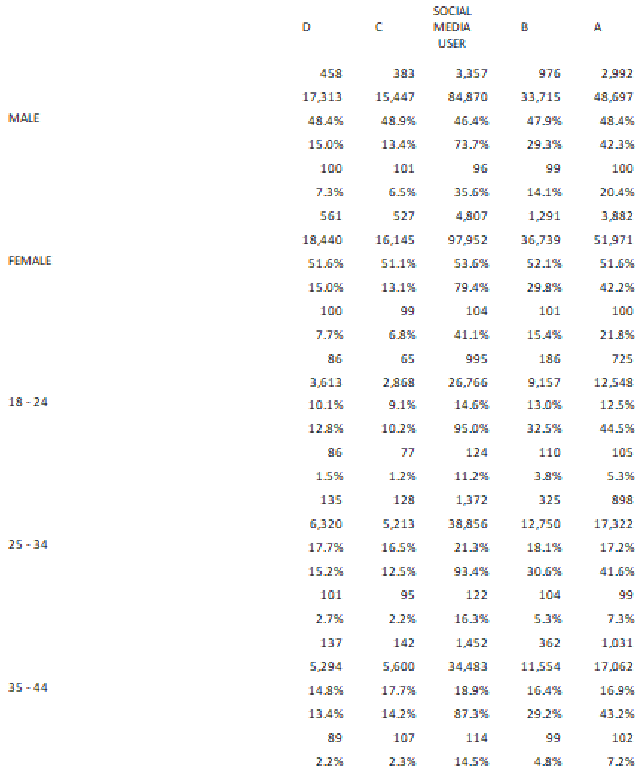
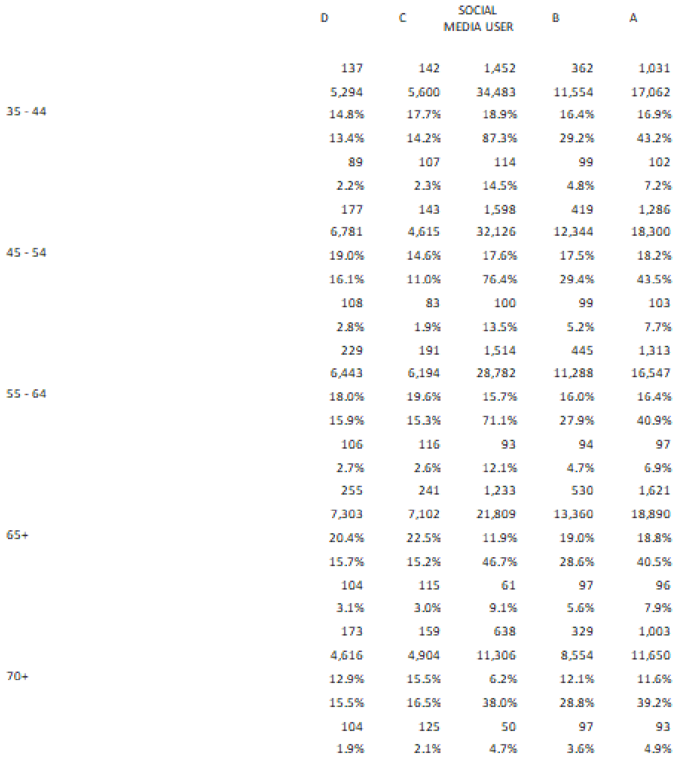


	D	C	SOCIAL MEDIA USER	B	A
MALE	458	383	3,357	976	2,992
	17,313	15,447	84,870	33,715	48,697
	48.4%	48.9%	46.4%	47.9%	48.4%
	15.0%	13.4%	73.7%	29.3%	42.3%
	100	101	96	99	100
	7.3%	6.5%	35.6%	14.1%	20.4%
FEMALE	561	527	4,807	1,291	3,882
	18,440	16,145	97,952	36,739	51,971
	51.6%	51.1%	53.6%	52.1%	51.6%
	15.0%	13.1%	79.4%	29.8%	42.2%
	100	99	104	101	100
	7.7%	6.8%	41.1%	15.4%	21.8%
18 - 24	86	65	995	186	725
	3,613	2,868	26,766	9,157	12,548
	10.1%	9.1%	14.6%	13.0%	12.5%
	12.8%	10.2%	95.0%	32.5%	44.5%
	86	77	124	110	105
	1.5%	1.2%	11.2%	3.8%	5.3%
25 - 34	135	128	1,372	325	898
	6,320	5,213	38,856	12,750	17,322
	17.7%	16.5%	21.3%	18.1%	17.2%
	15.2%	12.5%	93.4%	30.6%	41.6%
	101	95	122	104	99
	2.7%	2.2%	16.3%	5.3%	7.3%
35 - 44	137	142	1,452	362	1,031
	5,294	5,600	34,483	11,554	17,062
	14.8%	17.7%	18.9%	16.4%	16.9%
	13.4%	14.2%	87.3%	29.2%	43.2%
	89	107	114	99	102
	2.2%	2.3%	14.5%	4.8%	7.2%



	D	C	SOCIAL MEDIA USER	B	A
35 - 44	137	142	1,452	362	1,031
	5,294	5,600	34,483	11,554	17,062
	14.8%	17.7%	18.9%	16.4%	16.9%
	13.4%	14.2%	87.3%	29.2%	43.2%
	89	107	114	99	102
	2.2%	2.3%	14.5%	4.8%	7.2%
45 - 54	177	143	1,598	419	1,286
	6,781	4,615	32,126	12,344	18,300
	19.0%	14.6%	17.6%	17.5%	18.2%
	16.1%	11.0%	76.4%	29.4%	43.5%
	108	83	100	99	103
	2.8%	1.9%	13.5%	5.2%	7.7%
55 - 64	229	191	1,514	445	1,313
	6,443	6,194	28,782	11,288	16,547
	18.0%	19.6%	15.7%	16.0%	16.4%
	15.9%	15.3%	71.1%	27.9%	40.9%
	106	116	93	94	97
	2.7%	2.6%	12.1%	4.7%	6.9%
65+	255	241	1,233	530	1,621
	7,303	7,102	21,809	13,360	18,890
	20.4%	22.5%	11.9%	19.0%	18.8%
	15.7%	15.2%	46.7%	28.6%	40.5%
	104	115	61	97	96
	3.1%	3.0%	9.1%	5.6%	7.9%
70+	173	159	638	329	1,003
	4,616	4,904	11,306	8,554	11,650
	12.9%	15.5%	6.2%	12.1%	11.6%
	15.5%	16.5%	38.0%	28.8%	39.2%
	104	125	50	97	93
	1.9%	2.1%	4.7%	3.6%	4.9%

Appendix

	D	C	B	A
	316	314	823	2,346
	11,397	11,036	28,191	39,500
I TALK ABOUT THINGS I SEE ON SOCIAL MEDIA/ NETWORKING WEBSITES IN FACE-TO-FACE CONVERSATIONS				
	31.9%	34.9%	40.0%	39.2%
	12.6%	12.2%	31.3%	43.8%
	84	92	106	104
	4.8%	4.6%	11.8%	16.6%
	144	137	376	1,261
	5,572	5,153	12,830	20,696
SOCIAL MEDIA/ NETWORKING WEBSITES ARE A WAY FOR ME TO TELL PEOPLE ABOUT COMPANIES AND PRODUCTS THAT I LIKE				
	15.6%	16.3%	18.2%	20.6%
	12.6%	11.6%	29.0%	46.8%
	84	88	98	111
	2.3%	2.2%	5.4%	8.7%
	110	124	359	1,024
	4,349	4,174	13,090	17,799
I SOMETIMES POST RATINGS OR REVIEWS ONLINE FOR OTHER CONSUMERS TO READ				
	12.2%	13.2%	18.6%	17.7%
	11.0%	10.6%	33.2%	45.2%
	74	80	112	107
	1.8%	1.8%	5.5%	7.5%
	131	131	381	1,209
	5,253	3,849	13,548	21,858
I LIKE TO FOLLOW MY FAVORITE BRANDS OR COMPANIES ON SOCIAL MEDIA/ NETWORKING WEBSITES				
	14.7%	12.2%	19.2%	21.7%
	11.8%	8.6%	30.4%	49.1%
	79	65	103	116
	2.2%	1.6%	5.7%	9.2%

	D	C	B	A
	298	306	791	2,166
	11,052	11,785	25,911	36,753
I WOULD RATHER READ OTHER PEOPLE'S COMMENTS ON SOCIAL MEDIA/ NETWORKING WEBSITES THAN POST MY OWN				
	30.9%	37.3%	36.8%	36.5%
	12.9%	13.8%	30.3%	43.0%
	86	104	103	102
	4.6%	4.9%	10.9%	15.4%
	74	72	201	653
	2,780	2,445	6,534	10,566
I AM MORE LIKELY TO PURCHASE PRODUCTS I SEE ADVERTISED ON A SOCIAL MEDIA/ NETWORKING WEBSITE				
	7.8%	7.7%	9.3%	10.5%
	12.5%	11.0%	29.3%	47.3%
	83	83	99	112
	1.2%	1.0%	2.7%	4.4%
	95	102	233	748
	4,101	3,909	9,242	14,477
WITHOUT ACCESS TO SOCIAL MEDIA/NETWORKING WEBSITES, I WOULD FEEL LESS CONNECTED TO OTHER PEOPLE				
	11.5%	12.4%	13.1%	14.4%
	12.9%	12.3%	29.1%	45.6%
	86	93	99	108
	1.7%	1.6%	3.9%	6.1%
	242	248	659	2,005
	10,292	9,793	21,297	32,874
PEOPLE FREQUENTLY SEND ME REQUESTS TO CONNECT WITH THEM ON A SOCIAL MEDIA/ NETWORKING WEBSITE				
	28.8%	31.0%	30.2%	32.7%
	13.9%	13.2%	28.7%	44.3%
	92	100	97	105
	4.3%	4.1%	8.9%	13.8%

Appendix

	D	C	B	A
I OFTEN POST OR COMMENT ON SOCIAL MEDIA/ NETWORKING WEBSITES	215	216	485	1,498
	8,550	7,910	16,375	24,538
	23.9%	25.0%	23.2%	24.4%
	14.9%	13.8%	28.5%	42.8%
	99	104	97	101
	3.6%	3.3%	6.9%	10.3%
I TRUST PRODUCT INFORMATION THAT I GET FROM SOCIAL MEDIA/NETWORKING WEBSITES MORE THAN OTHER SOURCES	*53	61	157	522
	*3,158	1,695	5,642	8,305
	*8.8%	5.4%	8.0%	8.3%
	*16.8%	9.0%	30.0%	44.2%
	*112	68	102	105
	*1.3%	0.7%	2.4%	3.5%
I PAY ATTENTION TO RATINGS AND REVIEWS POSTED ONLINE BY OTHER CONSUMERS	185	220	584	1,815
	7,723	7,330	19,204	30,912
	21.6%	23.2%	27.3%	30.7%
	11.9%	11.2%	29.5%	47.4%
	79	85	100	112
	3.2%	3.1%	8.1%	13.0%
SOCIAL MEDIA USER	686	679	1,711	5,088
	25,821	23,626	54,819	78,556
	72.2%	74.8%	77.8%	78.0%
	14.1%	12.9%	30.0%	43.0%
	94	98	101	102
	10.8%	9.9%	23.0%	32.9%

	D	C	B	A
I OFTEN CLICK ON LINKS OR ITEMS POSTED BY OTHER PEOPLE ON SOCIAL MEDIA/ NETWORKING WEBSITES	280	253	653	1,864
	11,611	8,736	21,690	30,909
	32.5%	27.7%	30.8%	30.7%
	15.9%	12.0%	29.7%	42.4%
	106	90	101	100
	4.9%	3.7%	9.1%	13.0%
I OFTEN ACCESS SOCIAL MEDIA/ NETWORKING WEBSITES FROM DIFFERENT DEVICES	219	235	575	1,742
	8,614	8,195	20,053	31,269
	24.1%	25.9%	28.5%	31.1%
	12.6%	12.0%	29.4%	45.9%
	84	91	100	109
	3.6%	3.4%	8.4%	13.1%
I AM MORE LIKELY TO PURCHASE PRODUCTS I SEE USED OR RECOMMENDED BY FRIENDS ON SOCIAL MEDIA/ NETWORKING WEBSITES	121	121	332	1,084
	5,063	4,265	11,083	18,039
	14.2%	13.5%	15.7%	17.9%
	13.2%	11.1%	28.8%	46.9%
	88	84	98	111
	2.1%	1.8%	4.6%	7.6%
I OFTEN INVITE OR SEND REQUESTS TO CONNECT WITH OTHERS ON SOCIAL MEDIA/ NETWORKING WEBSITES	150	127	355	1,008
	6,643	5,654	13,409	17,452
	18.6%	17.9%	19.0%	17.3%
	15.4%	13.1%	31.1%	40.4%
	103	99	105	96
	2.8%	2.4%	5.6%	7.3%

Appendix

	D	C	B	A
3 OR MORE TIMES A DAY	240	234	567	1,736
	10,542	8,127	19,216	29,307
	29.5%	25.7%	27.3%	29.1%
	15.7%	12.1%	28.6%	43.6%
	105	91	97	103
	4.4%	3.4%	8.1%	12.3%
1 - 2 TIMES A DAY	120	141	332	923
	4,345	4,206	11,872	13,855
	12.2%	13.3%	16.9%	13.8%
	12.7%	12.3%	34.6%	40.4%
	85	93	117	96
	1.8%	1.8%	5.0%	5.8%
4 - 6 TIMES A WEEK	*51	*52	150	394
	*1,359	*1,612	4,986	6,790
	*3.8%	*5.1%	7.1%	6.7%
	*9.2%	*10.9%	33.8%	46.0%
	*61	*83	114	109
	*0.6%	*0.7%	2.1%	2.8%
1 - 3 TIMES A WEEK	*58	*51	140	381
	*1,917	*2,319	3,685	5,020
	*5.4%	*7.3%	5.2%	5.0%
	*14.8%	*17.9%	28.5%	38.8%
	*99	*135	96	92
	*0.8%	*1.0%	1.5%	2.1%

	D	C	B	A
LESS THAN ONCE A WEEK	*36	**24	91	270
	*2,144	**1,096	3,278	3,643
	*6.0%	**3.5%	4.7%	3.6%
	*21.1%	**10.8%	32.3%	35.9%
	*141	**81	109	85
	*0.9%	**0.5%	1.4%	1.5%