

Are The Online Marketing Efforts of TV Shows and Programs Worthwhile?

Many go online to further engage with content seen on TV; men and women and adults of different ages do so in different ways

New York, N.Y. – March 30, 2011 – Marketers are increasingly spending time, money and creativity to reach their audiences in non-traditional ways. A recent *24/7 Wall St./Harris Poll on Social Media and Television* set out to see if these efforts are paying off. It found that many Americans *are* participating in this type of interactions. Among online U.S. adults, two in five say they have gone online or utilized social media to comment, post, watch or read something about a television show or program (43%). Among these 80-some million people, a third say they have done so after watching a TV show or program (33%) and fewer say they have done so either before watching (18%) or while watching (17%) a TV show or program.

These are some of the findings of a new **24/7 Wall St./Harris Poll** survey of 2,526 U.S. adults surveyed online between March 11 and 15, 2011 by **Harris Interactive**.

Younger online adults are much more likely to take part in these activities than are older people— six in ten of those 18-34 say they have engaged with TV programs in this way (59%), compared to fewer adults aged 35-44 (40%), 45-54 (36%) and 55 and older (28%) who say the same. When adults are doing these things also varies by age. Three in ten of those 18-34 years (31%) say they have gone online to do these activities *while* watching a TV program, compared to very few adults 55 and older who have done the same (5%). Adults 55 and older, on the other hand, are most likely to go online after seeing a TV program (22%) if they are going to go online at all.

This poll also finds that:

- Half of adults who engage with TV shows or programs online (53%) do so in an individual forum such as by posting on their own or a friend's Facebook page, Twitter account or blog, 44% do so on a website or page created by the TV content provider such as a TV network's Facebook page or website, and a third (33%) do so on a separate media outlet's site, such as an entertainment or news site;
- Women are more likely than men to engage in an individual forum (57% vs. 50%), while men are more likely than women to do so on a separate media outlet's site (38% vs. 27%);
- Younger adults are more likely than those older to engage individually while older adults are somewhat more likely to do so on a site or page created by the content provider;
- Two in five online adults are a fan or a follower of a TV network, program or show on Facebook or Twitter (39%) while the same number are not (41%); one in five do not use Facebook or Twitter (20%);
- Three quarters of adults who engage with TV programs or shows online say that it provides more information, which is an important reason why they do it (76%), two thirds say the analysis or summary is important to them

(68%) or it's a source of additional entertainment, which is important (67%); half say that it's important that they engage with other viewers (51%);

- All age groups are equally likely to place importance on finding additional information online (between 75% and 77%), but younger adults are more likely to place importance on engaging with other viewers (54% of those 18-34 and 56% of those 35-44 compared to 40% of those 55 and older); and,
- Among the online adults who do not comment, post, watch, view or read anything about TV programs or shows online, six in ten say it's because they don't want or need to (60%), a third say they don't think about it (34%), one in five say they don't have the time (20%) and fewer list privacy (12%) or other reasons (7%).

So What?

Many TV networks, programs and shows are investing in websites, online programming and social media outreach to further capture and engage their audiences, and, most online adults are aware of these efforts – almost six in ten say that when watching a program on television they are aware of additional material available online (57%). However, depending on who a marketer wants to target, they might be well advised to focus their efforts accordingly since this poll makes clear that different groups sign online in different ways, and at different times.

**TABLE 1
UTILIZED TECHNOLOGY OR SOCIAL MEDIA WITH REGARDS TO TV PROGRAMS**

“Have you ever gone online or utilized social media to comment, post, watch or read anything about a television show or program? Please select all that apply.”

Base: All online U.S. adults

	Total	Age				Education		
		18-34	35-44	45-54	55+	H.S. or less	Some college	College grad +
		%	%	%	%	%	%	%
Engages with programs online (NET)	43	59	40	36	28	35	47	48
Yes, before watching the program	18	28	18	14	8	13	22	21
Yes, while watching the program	17	31	16	10	5	12	19	21
Yes, after watching the program	33	42	33	31	22	26	37	38
No I have never used technology or social media in this way	57	41	60	64	72	65	53	52

	Total	Gender		Children in HH	
		Male	Female	Child in HH	No Child in HH
		%	%	%	%
Engages with programs online (NET)	43	43	42	47	40
Yes, before watching the program	18	19	18	20	17
Yes, while watching the program	17	19	14	21	15
Yes, after watching the program	33	31	35	36	32
No I have never used technology or social media in this way	57	57	58	53	60

Note: Multiple response

TABLE 2
WAYS TECHNOLOGY AND SOCIAL MEDIA HAS BEEN USED

“How have you used technology or social media to comment, post, watch or read about what you’ve seen on television?
Please select all that apply.”

Base: Adults who have engaged with TV programs online

	Total	Gender		Age			
		Male	Female	18-34	35-44	45-54	55+
	%	%	%	%	%	%	%
In an individual forum (e.g., posting on my own or a friend’s Facebook page, Twitter account, blog posting)	53	50	57	61	59	44	35
On a website or page created by the content provider (e.g., a television network’s Facebook page, network’s website)	44	45	44	41	42	52	47
On a separate media outlet’s site (e.g., an entertainment or news site or blog)	33	38	27	34	34	33	28
Other	9	9	8	9	6	6	13

Note: Multiple response

TABLE 3A
IMPORTANT REASONS FOR USING ONLINE RESOURCES FOR TV PROGRAMS

“How important to you, if at all, are each of the reasons for why you go online to comment, post, watch or read about television shows or programs?”

Base: Adults who have engaged with TV programs online (43% of all online adults)

	Important (NET)	Very important	Somewhat important	Not important (NET)	Not very important	Not at all important
	%	%	%	%	%	%
Provides more information	76	22	54	24	17	8
The analysis or summary	68	14	53	32	21	12
A source of additional entertainment	67	15	52	33	20	13
Engage with other viewers	51	12	39	49	24	25

Note: Percentages may not add up to 100% due to rounding

TABLE 3B
IMPORTANT REASONS FOR USING ONLINE RESOURCES FOR TV PROGRAMS

“How important to you, if at all, are each of the reasons for why you go online to comment, post, watch or read about television shows or programs?”

Summary of those saying “very important” or “somewhat important”

Base: Adults who have engaged with TV programs online (43% of all online adults)

	Total	Age			
		18-34	35-44	45-54	55+
	%	%	%	%	%
Provides more information	76	76	76	77	75
The analysis or summary	68	68	68	66	67
A source of additional entertainment	67	69	75	62	56
Engage with other viewers	51	54	56	47	40

Note: Percentages may not add up to 100% due to rounding

TABLE 4
WHY SOME PEOPLE DON'T GO ONLINE FOR TV PROGRAMS

“Which of the following, if any, are reasons why you do not go online to comment, post, watch, view or read about television shows or programs? Please select all that apply.”

Base: Online adults who do not engage with TV programs online (57% of all online adults)

	Total	Age			
		18-34	35-44	45-54	55+
	%	%	%	%	%
I don't want/need to.	60	55	62	59	62
I don't think about it.	34	38	34	33	31
I don't have time.	20	27	23	20	13
Privacy reasons	12	12	10	11	14
Other	7	8	6	7	5

Note: Multiple response

TABLE 5
FOLLOW TV SHOWS OR PROGRAMS ON FACEBOOK OR TWITTER

“Are you a fan on Facebook, or a follower on Twitter of any television networks, programs or shows?”

Base: All online U.S. adults

	Total	Age				Gender	
		18-34	35-44	45-54	55+	Male	Female
	%	%	%	%	%	%	
Yes (fan or follower)	39	51	42	33	25	34	44
No (not a fan or follower)	41	36	39	43	46	45	36
Not applicable - I do not use Facebook or Twitter	20	12	19	24	29	21	20

Note: Percentages may not add to 100% due to rounding

TABLE 6
AWARENESS OF ADDITIONAL MATERIAL ONLINE

“Some television networks and programs create additional online content. When you are watching a program on television, how aware are you of any additional material (e.g., extra scenes, interviews, question and answer forums, facts and statistics) available online?”

Base: All online U.S. adults

	Total	Age				Gender	
		18-34	35-44	45-54	55+	Male	Female
	%	%	%	%	%	%	%
Aware (NET)	57	64	55	58	50	60	55
Very aware	12	14	12	12	10	13	11
Somewhat aware	45	50	43	46	40	47	44
Not aware (NET)	43	36	45	42	50	40	45
Not very aware	22	24	25	17	20	22	21
Not at all aware	21	13	20	25	30	18	24

Note: Percentages may not add to 100% due to rounding

Methodology

This **24/7 Wall St./Harris Poll** was conducted online within the United States between March 11 and 15, 2011 among 2,526 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Where appropriate, this data were also weighted to reflect the composition of the adult online population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls.

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