



10 Quick Facts You Should Know About Consumer Behavior on Facebook

*From the 2011 Chadwick Martin Bailey
Consumer Pulse*



About this study

- **Independent Research:**

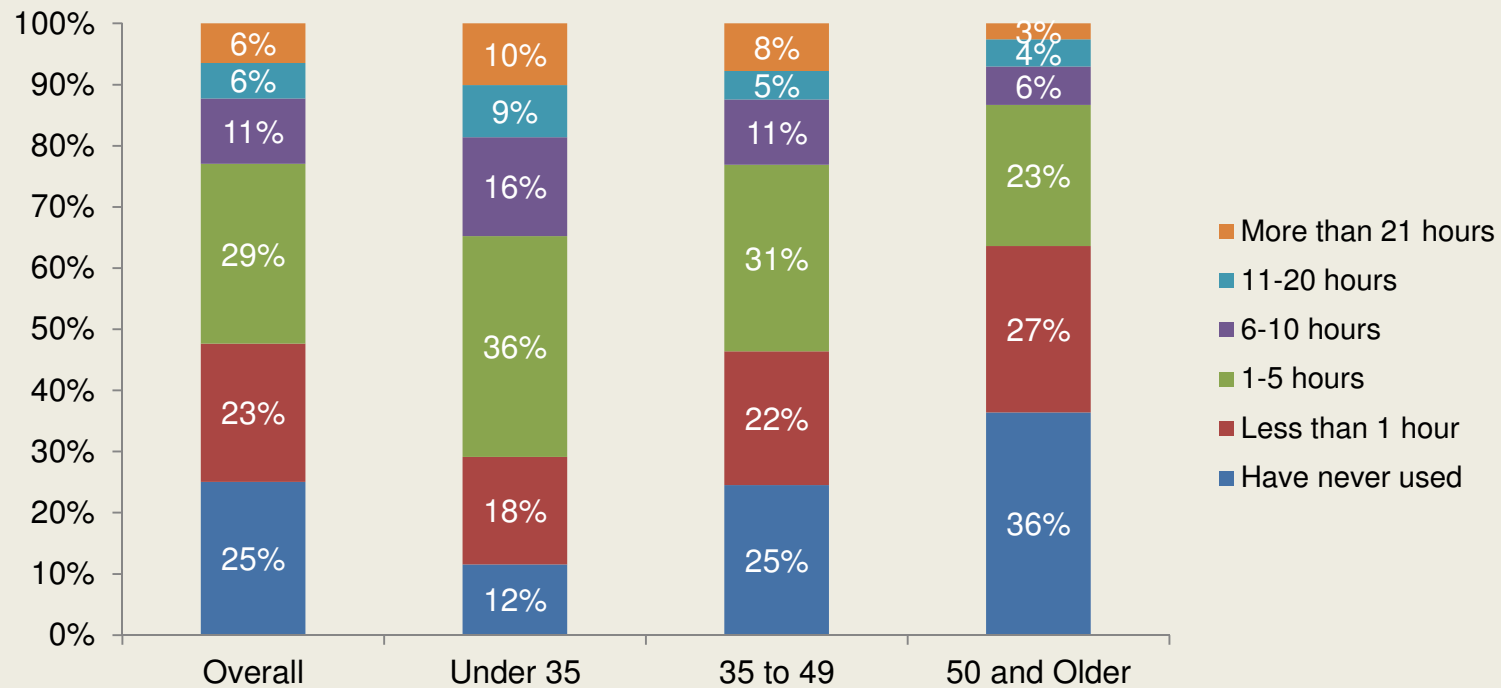
- Conducted through the [CMB Consumer Pulse](#)
- Supported by [Constant Contact](#)

- **Methodology:**

- Data collected from 1,491 consumers, age 18+ in the United States through the Research Now online panel
- Data was collected through a 15 minute online questionnaire fielded in January of 2011.

52% of Americans over 18 spend at least one hour a week on Facebook

Hours per week spent on Facebook
(by age)



People interact with their favorite brands on Facebook far more than other social networks



34%



4%



1%

Online community/forum/bulletin board	9%
Blogs	4%
MySpace	1%
Other	2%
None of these	59%

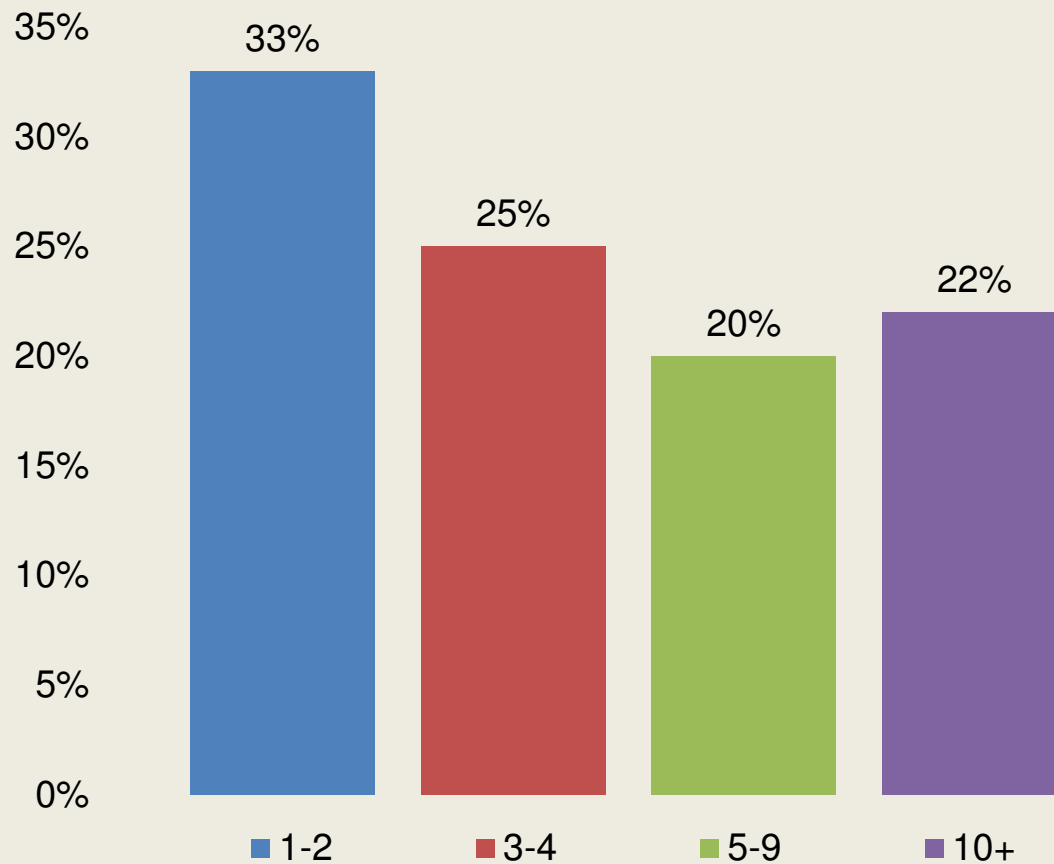


Did You Know?

56% of those under 35 interact with their favorite brands on Facebook

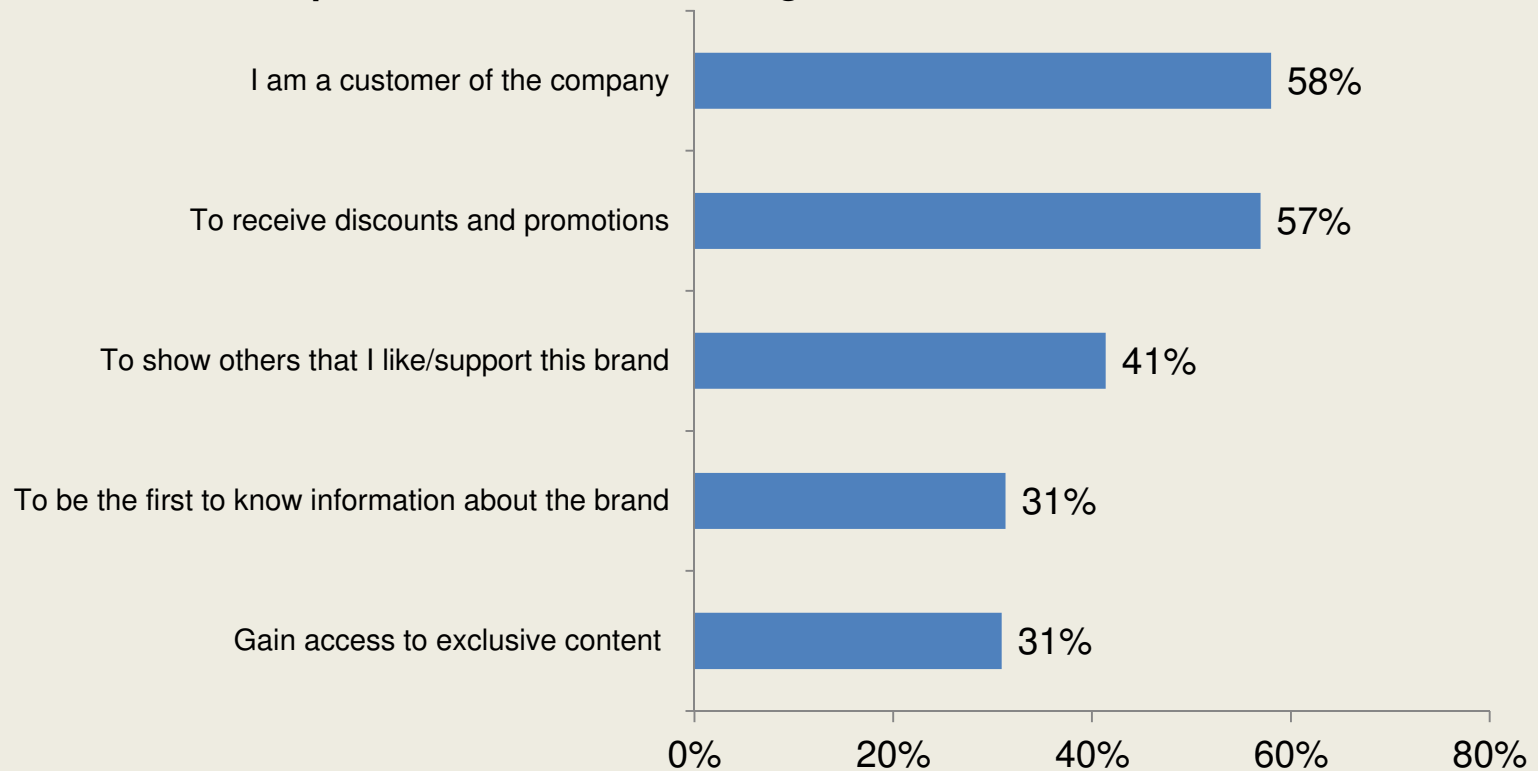
Engagement is real: 78% of people who “like” brands on Facebook like fewer than 10 brands

Number of Brands Fanned on Facebook



58% of users “like” a brand because they are a customer

Top Five Reasons for Fanning Brands on Facebook



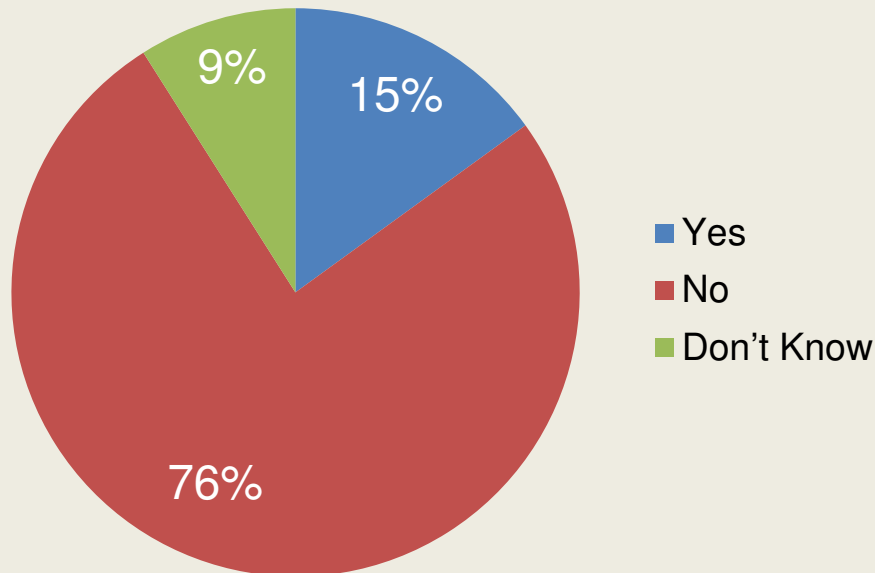
Most fans “interact” with brands, primarily through reading brand’s posts and newsfeeds

- 77% Read the posts, news feeds, and offers posted by the brand
- 17% Share experiences and news stories with others about the brand
- 13% Post about the brand
- 17% None of these



76% of people have never “un-liked” a brand

Percentage of Fans who have and have not “un-liked” a Brand on Facebook



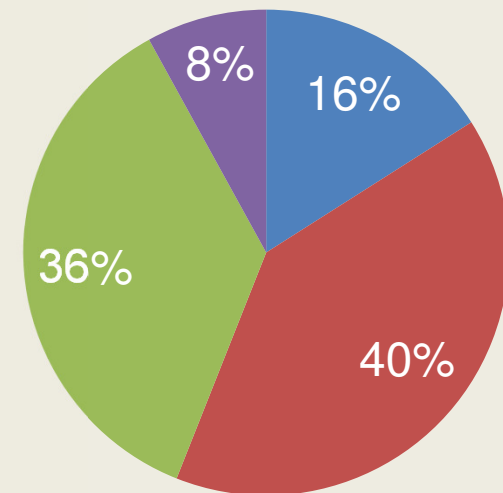
Did you know?

Fans over 35 are even more likely to stay fans.

56% of fans say they're more likely to recommend a brand to a friend after becoming a fan



Percentage of fans likely to recommend brand to friends, after becoming fans



- Yes, for many brands
- Yes, for a few brands
- No
- Don't Know

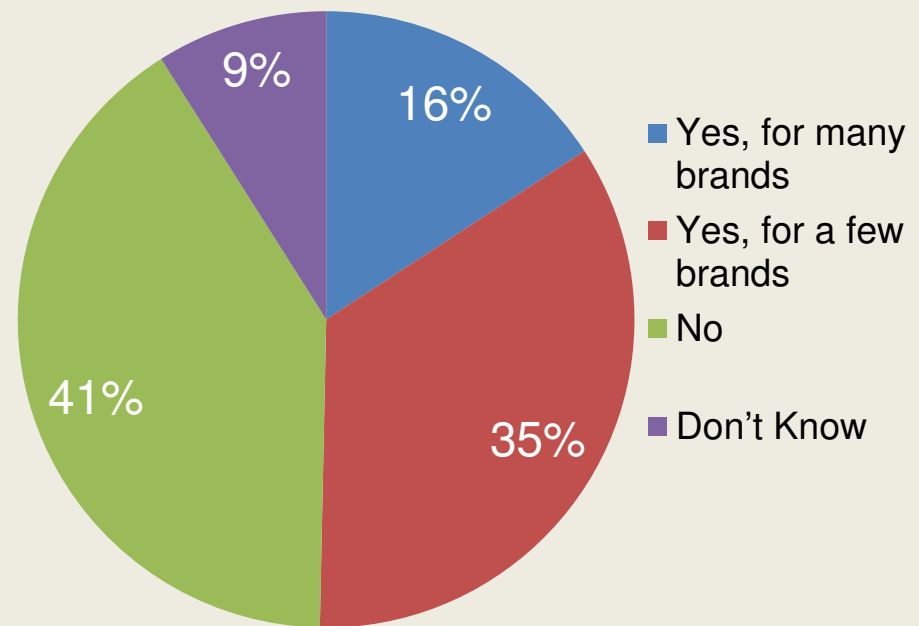
51% of fans say they're more likely to buy a product since becoming a fan

Percentage of fans likely to buy from brand, after becoming fans



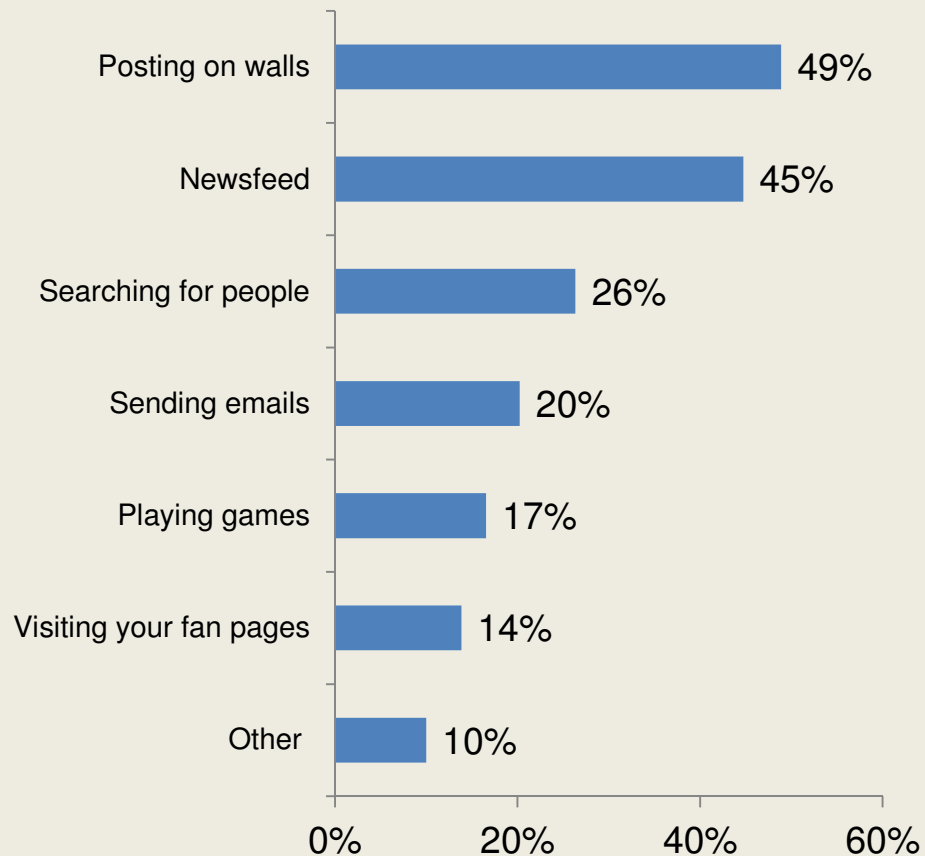
Did you know?

Fans age 50 and up: are the most likely to buy more for at least a few brands (44% vs. 35% of fans overall)



45% of Facebook users' time is spent in the newsfeed

Where Facebook Users Spend their Time

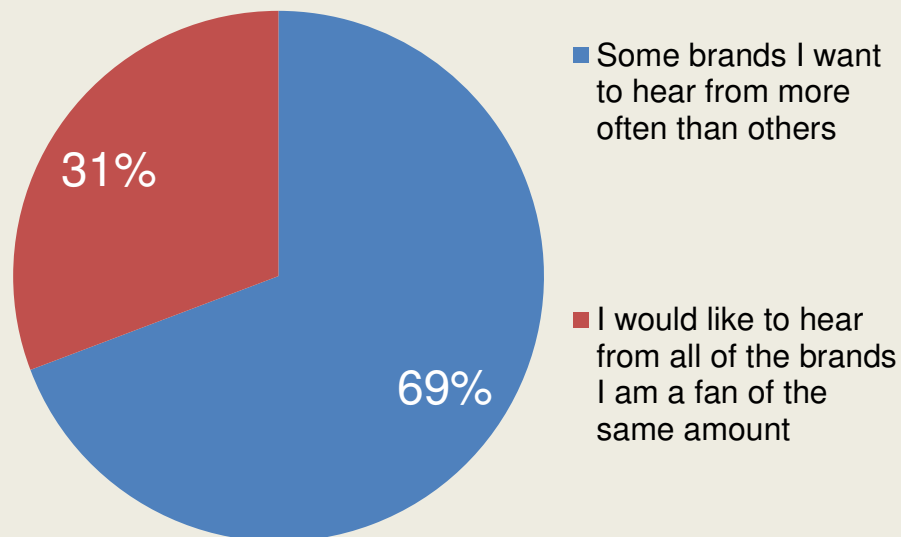


Did you know?

Women are more likely to spend their time posting on walls—55% vs. 42% of men.

69% of Facebook users want to hear from some brands more than others

How much fans of brands on Facebook want to hear from brands on Facebook



Did You Know?

45% of Facebook users think most of the content they get is the same

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- Learn how to use social media marketing to grow your business at www.socialquickstarter.com
- For more information contact:
 - [Kristen Garvey](#) at Chadwick Martin Bailey
 - [Dave Gerhardt](#) at Constant Contact