



# 10 Quick Facts You Should Know About Consumer Behavior on Facebook

*From the 2011 Chadwick Martin Bailey  
Consumer Pulse*

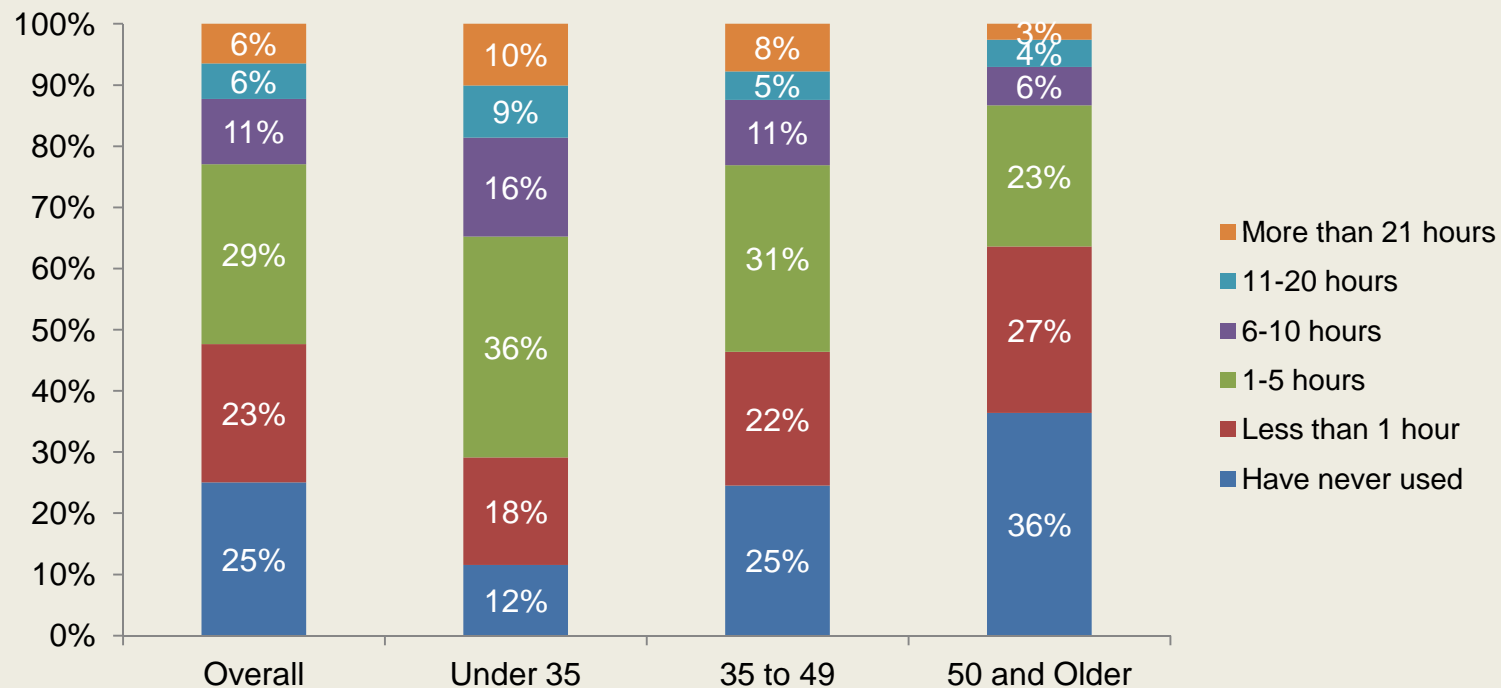


## About this study

- **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

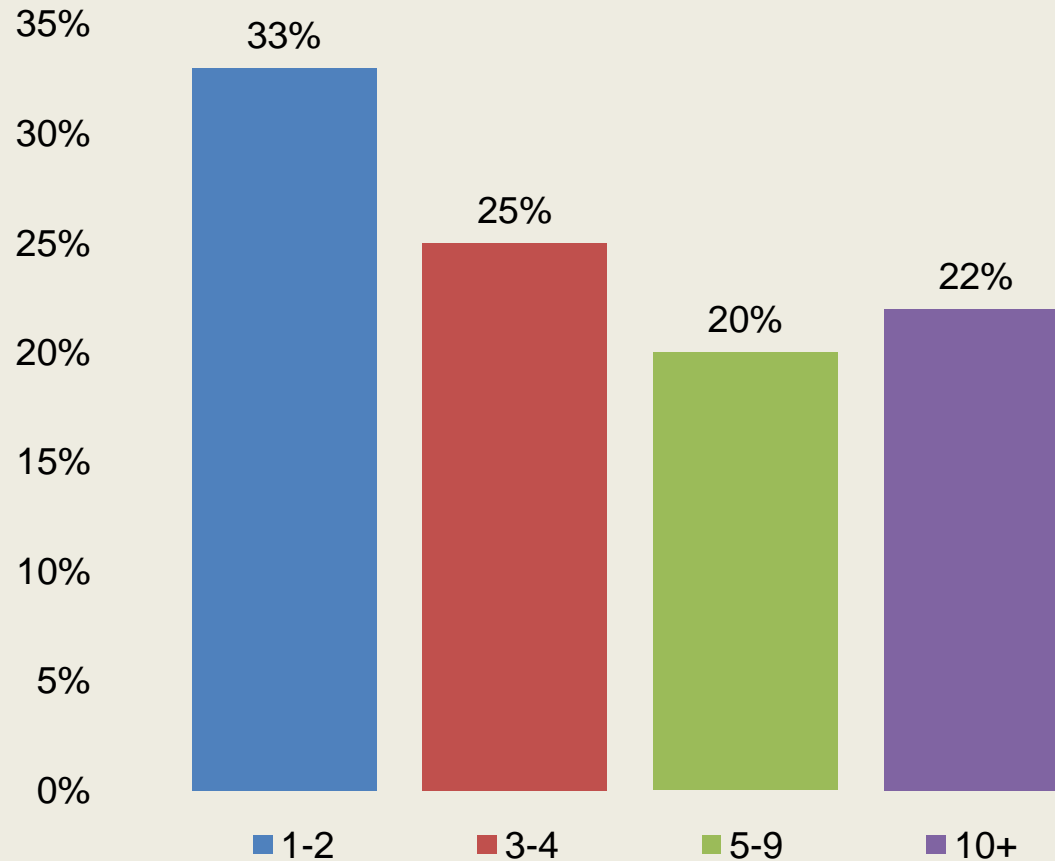


Base: Those who go online • Q31. What social networking sites do you use to interact with your favorite brand(s)?



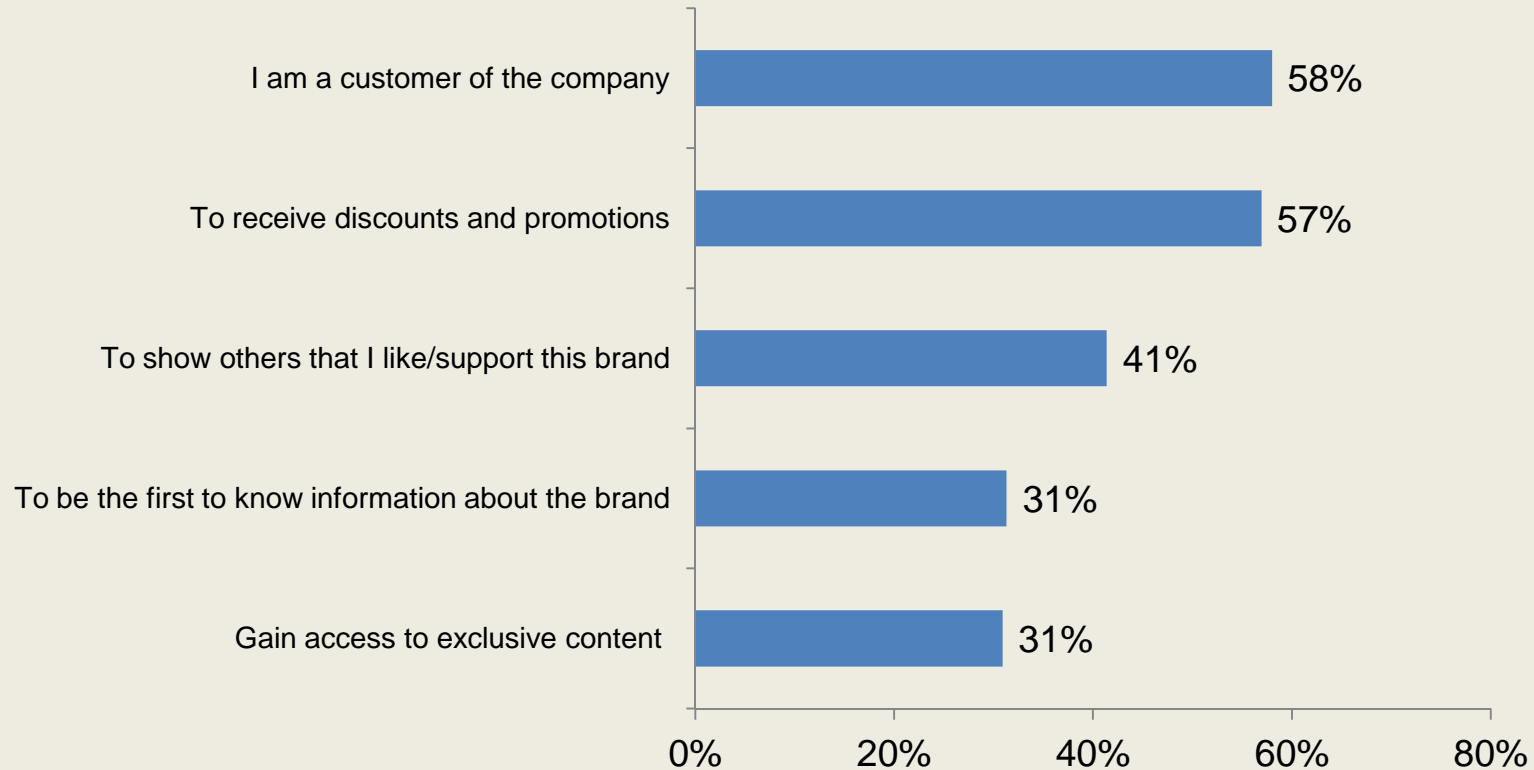
# Engagement is real: 78% of people who “like” brands on Facebook like fewer than 10 brands

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



Base: Those who are fans of brands on Facebook • Q32c: Why did you become a fan? Select all that apply.



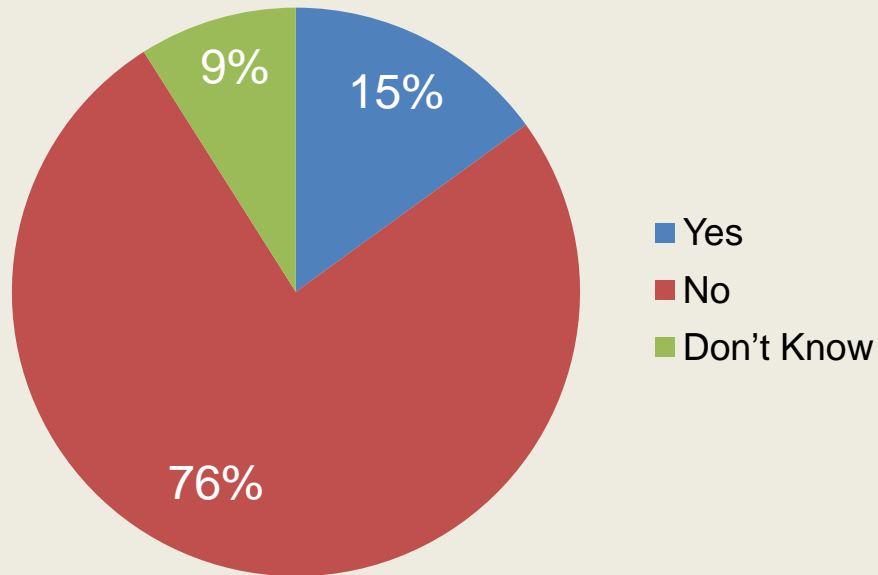
## Most fans “interact” with brands, primarily through reading brand’s posts and newsfeeds

- 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



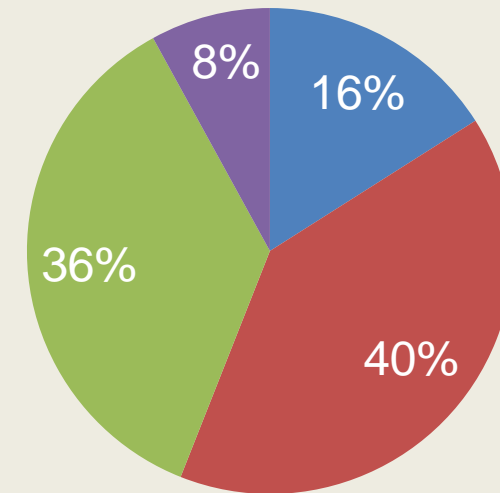
**Did you know?**

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

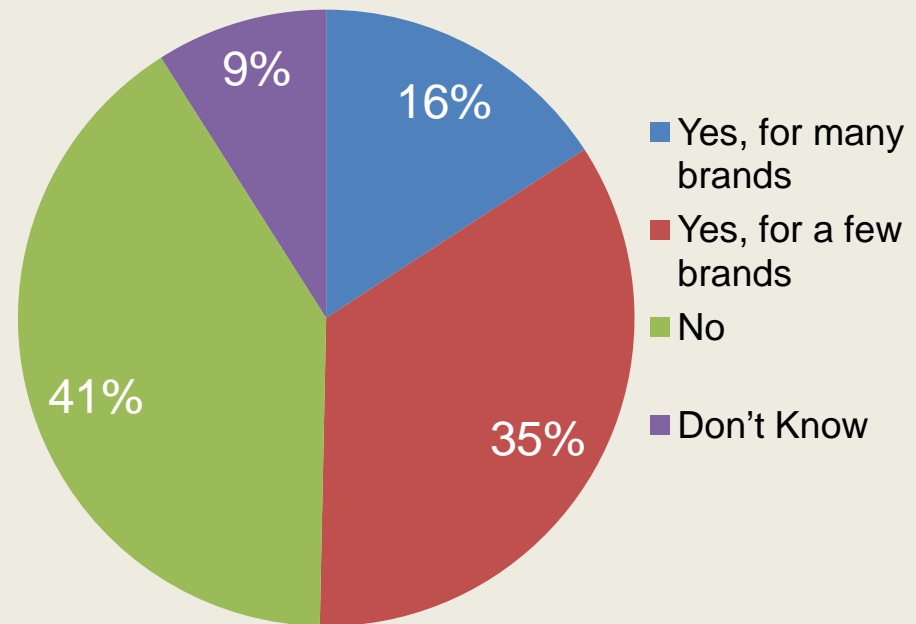
# 51% of fans say they're more likely to buy a product since becoming a fan

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



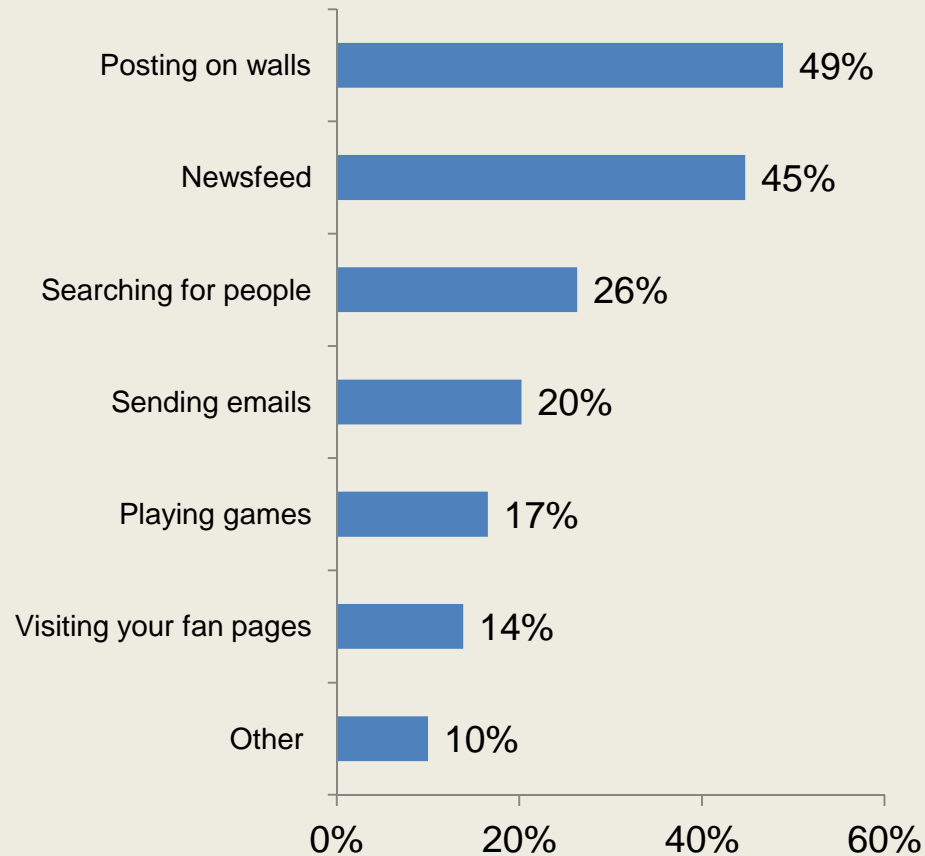
### Did you know?

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.

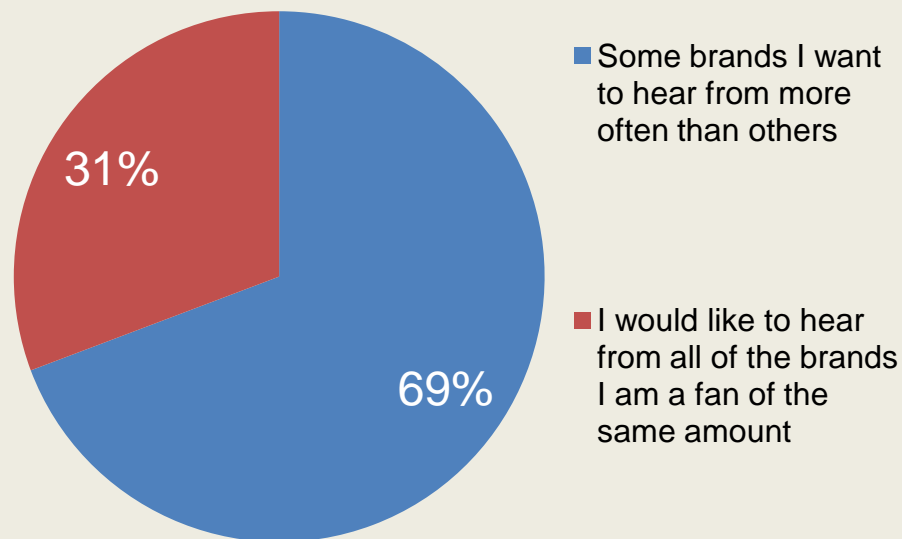


Base: Those who are fans of brands on Facebook • Q33. When you use Facebook, where do you spend most of your time? Select all that apply



# 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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  - [Kristen Garvey](#) at Chadwick Martin Bailey
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