



THE SOCIAL BUTTERFLY



With consumers increasingly connecting with brands on the move across multiple devices, our new research has pinpointed four distinct types of consumer who are Always On and more digitally connected than ever before – Social Butterflies, Working Professionals, Gamers and Everything Tech. This datasheet provides some additional insight on The Social Butterfly.

INTERPRETING THE DATA

The typical weekly use figure relates to the percentage of the sampled group that have undertaken an activity/fall into a certain bracket.

The Index shows how a group's behaviour compares to the average index of 100. Over 100 is more likely than average, an index under 100 is less likely than average.

For example: 78 percent of Social Butterflies had used a computer at home in the past week to access social media and they are more than two and a half times more likely to do this.

- Sample size: Sample size for Social Butterflies is 1,435
- Timeframes: All data referenced is correct as of 1st June 2012

CROSS-PLATFORM ACTIVITIES – INDEX COMPARISONS

Device/platform	Everything Tech	Gamer	Social Butterfly	Working Professional
Home computer	113	109	132	131
Work computer	136	118	160	184
Digital tablet	163	124	170	169
E-Reader	100	85	148	150
Game console	152	144	163	125
Magazines	100	91	109	112
Mobile	113	112	112	113
Newspapers	101	93	90	96
MP3 Player	156	126	160	146
Radio	107	98	107	107
TV	101	98	102	103

All groups index similarly for use of mobile.

THE SOCIAL BUTTERFLY – KEY BEHAVIOUR: SOCIAL NETWORKING BY DEVICE

Device used to social network	% who accessed	Index
Home computer	78%	278
Work computer	34%	375
Digital tablet	22%	314
Game console	5%	300
Mobile	69%	460
MP3 Player	6%	357

OTHER ACTIVITIES BY DEVICE

Device	Activity	% who conducted	Index
Mobile	Email	77%	310
	IM/Chat	26%	355
	Music	51%	332
	Social networking	69%	460
	News	17%	382
	Gaming	55%	353
Home desktop/laptop	Instant messaging	36%	312
	Social networking	78%	278
	Watch download/stream video	53%	286
Digital tablet	Social networking	22%	314

MOBILE PROFILE

Smartphone usage	% who conducted	Index
Email	75%	340
Web browsing	72%	361
Picture messaging	58%	295
Gaming	59%	360
Downloading apps	63%	410
GPS/Navigation	53%	405
Downloading ringtones	23%	299
Downloading songs	27%	415
Downloading videos	33%	461

MOBILE PROFILE

Attitudes towards mobile	% agree	Index
I rely on my mobile phone to keep up with news or sports	61%	355
It's important for me to have internet access when I am "on-the-go" — away from home or work	91%	273
My mobile phone connects me to my social world	88%	275
My mobile phone is an expression of who I am	42%	331
My mobile phone should help me get work done when and where I want	82%	254
I use information from my mobile phone to decide where to go or what to do in my free time	61%	381
I use my mobile phone in many different ways to get the information I need	97%	244
My friendships would not be as close as they are without my mobile phone	74%	263

SHOPPING HABITS

Attitudes towards shopping/advertising	% agree	Index
Advertising helps me learn about the products companies have to offer	56%	128
I would be interested in receiving advertising on my mobile	8%	136
I am likely to purchase products I see advertised on my mobile phone	15%	216
I am more likely to purchase products I see advertised on a social sharing/networking website	17%	363
I am more likely to purchase products I see used or recommended by friends on social sharing/networking websites	43%	421
I pay attention to ratings and reviews posted online by other consumers	55%	334
I sometimes post ratings or reviews online for other consumers to read	44%	426
Social sharing/networking websites are a way for me to tell people about companies and products that I like	52%	429
I would be interested in a service that would let me use my mobile phone to make purchases in a store	44%	314

LEISURE ACTIVITIES

Leisure activity	% agree	Index
Visited bar/nightclub in past 12 months	44%	217
Visited a comedy performance in past 12 months	18%	185
Billiards/Pool	35%	196
Volleyball	17%	183
Bowling	40%	176
Visit gym	28%	200
Yoga	21%	206
Running/jogging	38%	191

MEDIA CONSUMPTION

Media consumed (on and offline)	% agree	Index
TMZ	10%	341
Facebook	89%	194
Flickr	8%	316
Twitter	22%	367
YouTube	69%	197
Blogs and related content	33%	267
Downloading music	46%	266
Watching videos	43%	238

MEDIA CONSUMPTION

Attitudes towards media	% agree	Index
I don't mind if brand name products appear in the background of a video game	26%	265
I don't mind if characters in a video game use a brand name product	28%	260
I spend less time listening to non-internet radio because of the internet	50%	301
I spend less time reading magazines in print because of the internet	80%	280
I spend less time reading newspapers in print because of the internet	80%	255
I spend less time watching television on my TV set because of the internet	67%	276
The internet has changed the way I work	66%	217
I like to look for new and interesting websites	67%	204

WHAT MAKES THE SOCIAL BUTTERFLY UNIQUE?

Social Butterflies – unique statements	% agree	Index
I enjoy posting photos, videos, songs and other content on social networking/community websites	84%	329
I like to follow my favourite brands or companies on social sharing/networking websites	47%	447
I often access social sharing/networking websites from different devices	74%	463
I often click on links or items posted by other people on social sharing/networking websites	62%	363
I often invite or send requests to connect with others on social sharing/networking websites	49%	348
I often post or comment on social sharing/networking websites	65%	374
The internet has become a primary source of entertainment for me personally	73%	319
Without access to social sharing/networking websites, I would feel even more alone in the world	30%	401
I trust product information that I get from social sharing/networking websites more than other sources	17%	362
People frequently send me requests to connect with them on a social sharing/networking website	63%	279

DEMOGRAPHIC PROFILE

- Male (45%) Female (55%)
- Primarily aged between 18-34; 60 percent of Social Butterflies fall into this age bracket
- Nearly twice as likely to be university graduates
- 77 percent of Social Butterflies are in full-time employment, and are 74 percent more likely to earn over £95,000