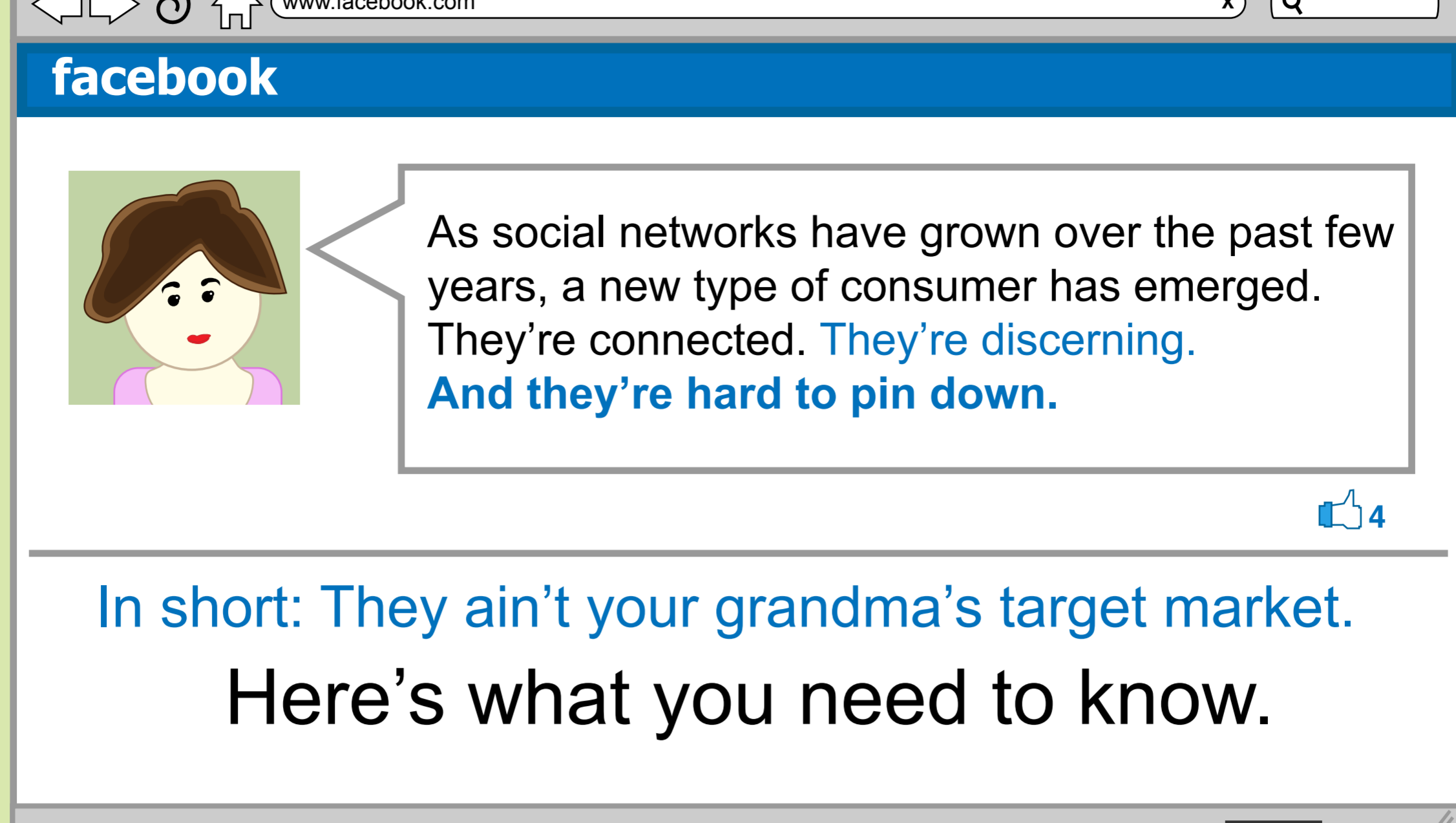


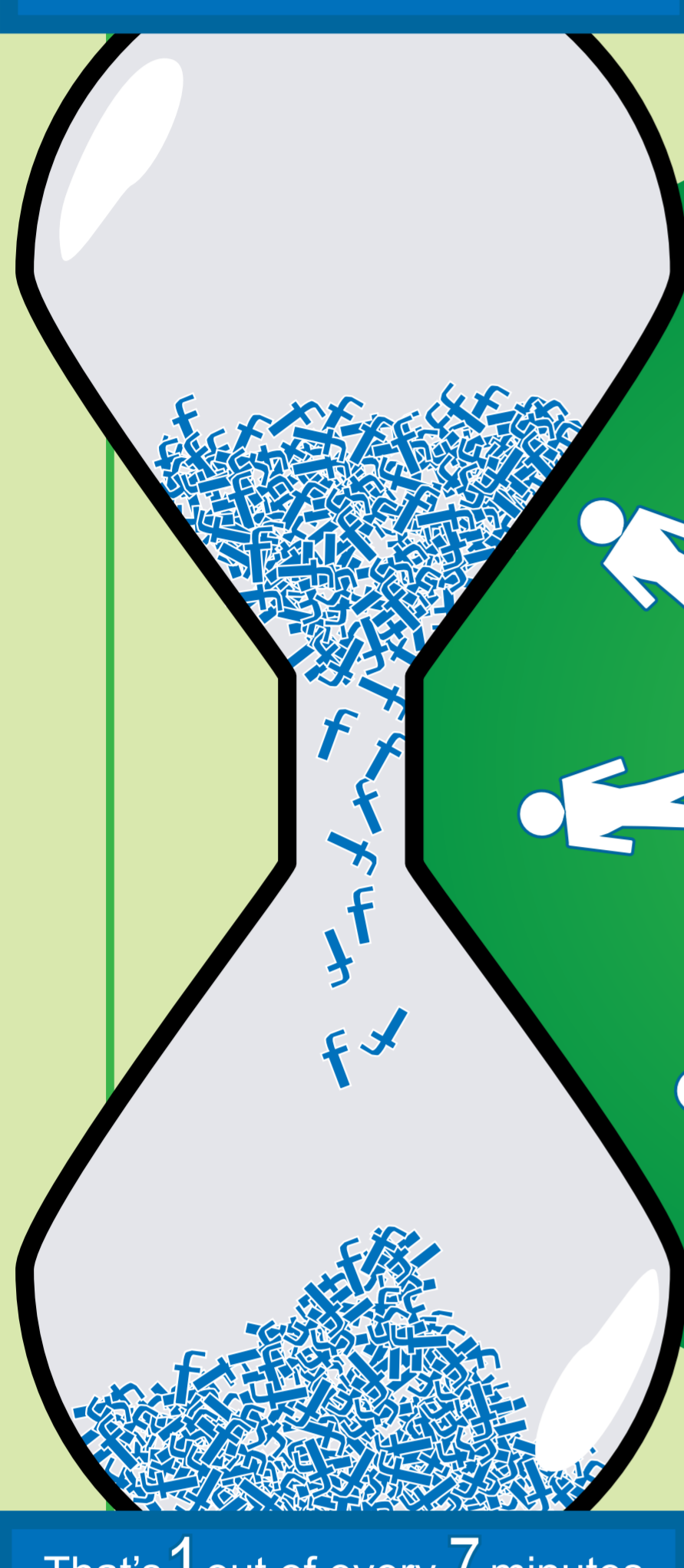
WHO IS The Social Consumer?



facebook—stats—

The average Facebook user spends 6.3 hours a month on the site

Have you heard about this 'facebook' site?



it grew by

640%

from 2010 to 2011

Demographics



80% of social consumers are older, share less, and are brand switchers

20% of social consumers share frequently, skew younger, and are brand loyalists

64% of social consumers are female

36% are male

78% own a laptop

49% will shop more using their tablet this year

Half of all Facebook users login DAILY

The Social Shopper

Shopping Habits

25%

of social consumers spend up to an hour shopping for the best online discount

44% make between \$50K - \$100K

40%

of social consumers are actively shopping on Facebook in the form of coupons & deals

Psychographics



40% say shopping makes them happy

Social Consumers expect exclusivity when they 'Like' a branded Facebook Page

Social Consumers become exceedingly loyal and go out of their way to help a brand when they're acknowledged, rewarded, and offered relevant information

Sources

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