



# SOCIAL MEDIA REALITY CHECK

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### EXPLANATION:

In 2008, as explained below, I decided to see what the realities were as they pertain to new media usage and tools. This is an update for 2009.

### QUESTION:

It's clear that social media in general is on the rise. Millennials and early-adopters represent the most active segment of the population in the social media space. In reality they only represent a small segment of the available population. So who really uses or is even aware of social media?

### HYPOTHESIS:

As social media proponents, notorious early-adopters seek to convince brands and businesses to include social media in their overall mix. Are we too far ahead of the audience to achieve success?

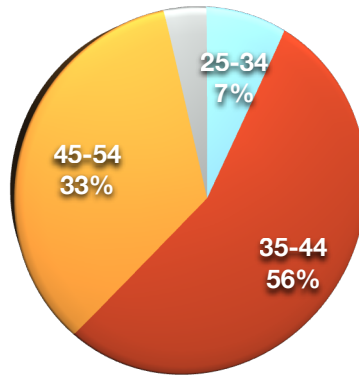
### PROCEDURE:

In addition to tapping available research on the topic of social media adoption I sought out the "average Joe" input. I asked my community, 26 neighbors and friends.

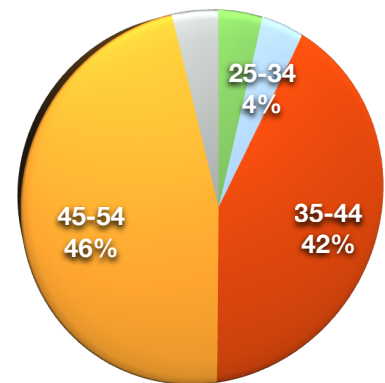
### CONCLUSION:

While it's vital to stay ahead of the curve and always seek new ways to connect with the intended audience, be sure the intended audience is even available through this medium.

### AGE OF PARTICIPANTS 2008

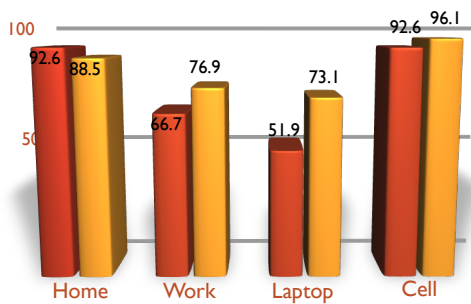


### AGE OF PARTICIPANTS 2009



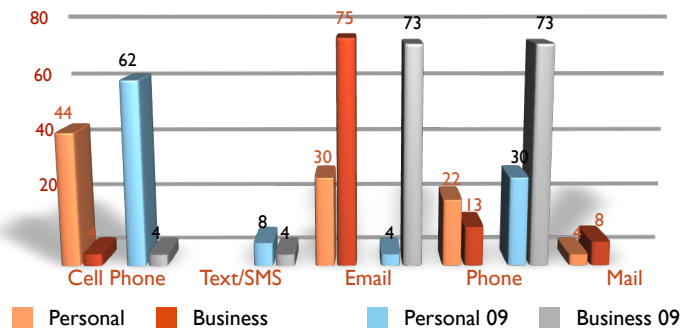
Legend for Age of Participants:  
 <18 (Green), 18-24 (Purple), 25-34 (Light Blue), 35-44 (Red), 45-54 (Yellow), 55+ (Grey)

### TECHNOLOGY/COMPUTER ACCESS

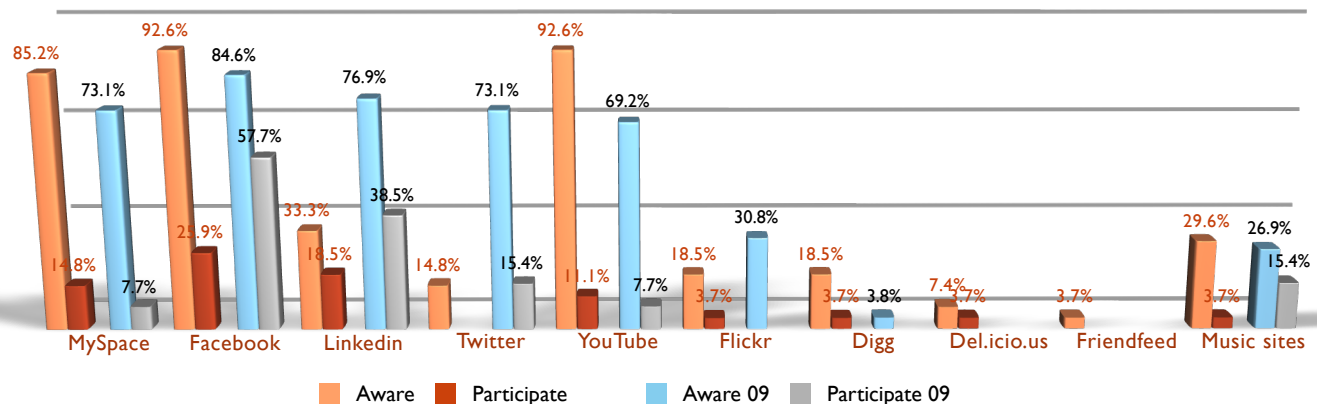


2008 vs 2009

### COMMUNICATION TOOLS



### SOCIAL MEDIA AWARENESS VS USE



For discussion purposes only. The data included in this report reflects a limited sample size and should not be construed as scientific.

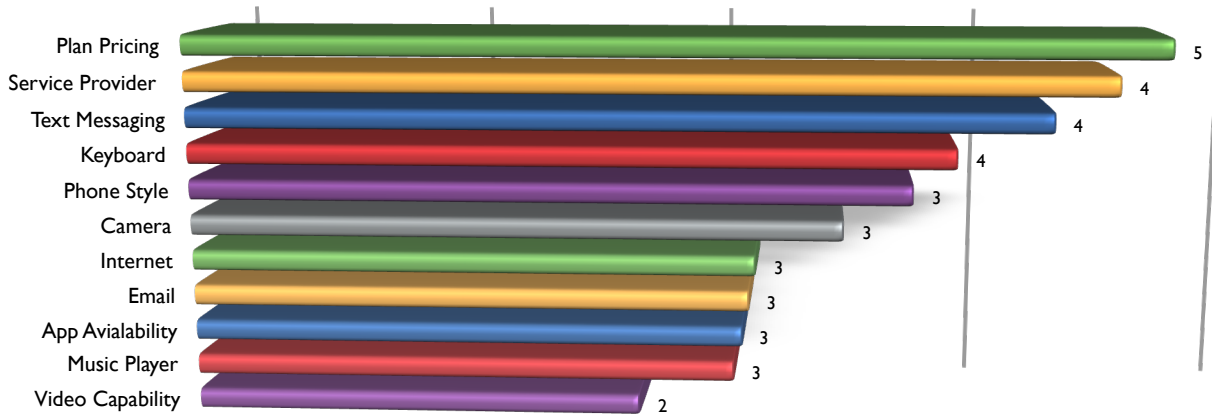


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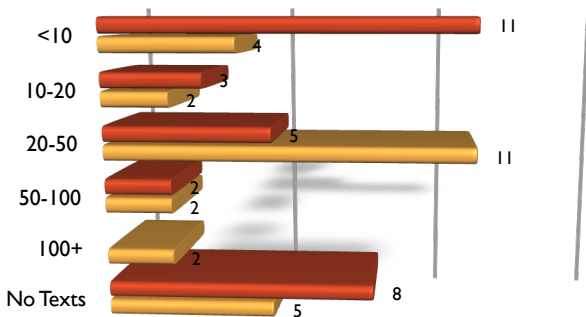
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**GOING MOBILE:** This year, rather than concentrate on blog awareness and use, I decided to address some questions pertaining to mobile. As with social media, perhaps mobile users are not as advanced as we believe.

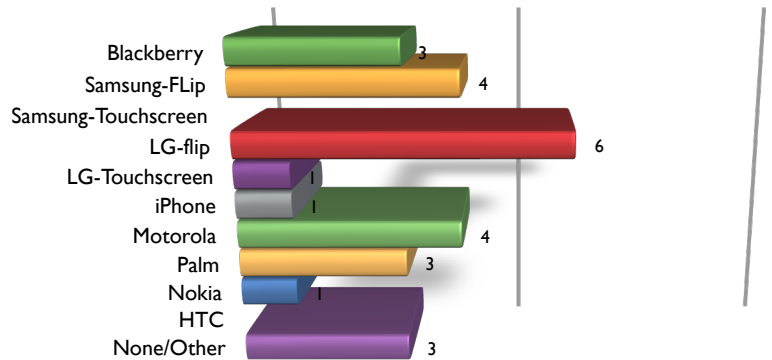
## PURCHASE CONSIDERATIONS



## TEXT MESSAGES PER MONTH



## MOBILE DEVICE BRAND



■ Number of Texts/mo 2008      ■ Number of Texts/mo 2009