

Carat Pulse News

November 2010

User-Brand Interaction via Social Media

The latest Carat Pulse Survey showed the level of user interaction with brands through their social networks. We asked our panel about the number of brands, companies, products, and/or services they follow on their chosen social networks. Overall, 41% of all social network users follow brands and their products/services, averaging 1.7 brands per user.

Saving money (receiving discounts and promotions) is a key motivator for people to follow brands on social networks. This trend is more pronounced among females (32%) and less among their male counterparts (22%). Getting updates on brands, their activities/products are equally important reasons why people follow brands on these sites. While female brand followers are likely to place more value on deals/discounts and new products launches when compared to male customers, males feel they can benefit more from enhanced two-way communications and greater understanding between the brand and customers.

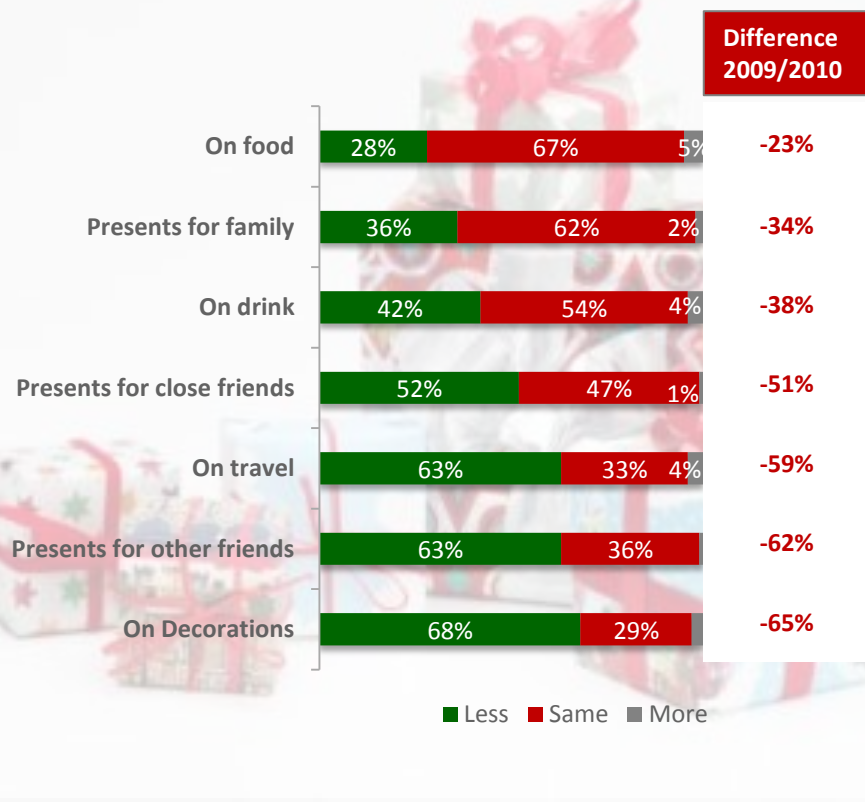
	ALL
To avail of special discount/coupon	29%
To get the latest news about their favourite brands	29%
I saw an advertisement to join	15%
To feel part of a group of people who like this brand	7%
To purchase something from	6%
To get invited to events	4%
To follow job offerings	3%
Other reasons (asked by friend, colleague)	7%

Please Note: The Pulse survey is conducted completely online. iReach Market Research use all best endeavors to ensure survey design, sampling and subject solicitation, distribution methods and response rates remove any possible bias in using an online survey approach over a telephone survey approach.



Christmas Spending Plans 2010

Christmas 2010 is likely to see noticeable drop in consumer spending compared to last year. While only 3% of Irish shoppers plan to spend more during this Christmas season, half of all shoppers will be spending less of their already limited money on Christmas related shopping.



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