

Carat Pulse News

December 2010

The role of social network sites

As social networks grow in usage both in terms of the number of people using them (across an increasing broad demographic) and the amount of time that is spent on them, we wanted to understand what role they are playing for people. We asked our Pulse panel in April this year how often they were using social networks and for what purpose. In this Pulse, we went back to our panel to see how things have changed.

We saw a solid growth in regular online activities within social networks, with 8 in 10 Irish adults using social networks and 64% categorised as regular users. 43% of all online adults login to their social network daily.

While we are seeing some more functional activities decreasing, there appears to be a growing potential for collaborative knowledge and using individual pages to make a statement about who they are. From a business perspective this gives some valuable guidance of how to truly engage with consumers through provision and sharing of ideas.

	Use Regularly (Nov. 10)	Use Regularly (Apr. 10)	Difference
To find out more about things other people posted	51%	38%	34% ↑
To see what other people are doing	52%	39%	33% ↑
To find friends you have lost contact with	22%	26%	15% ↓
To share your ideas	18%	8%	126% ↑
To promote your business	5%	6%	27% ↓

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 Shopping List



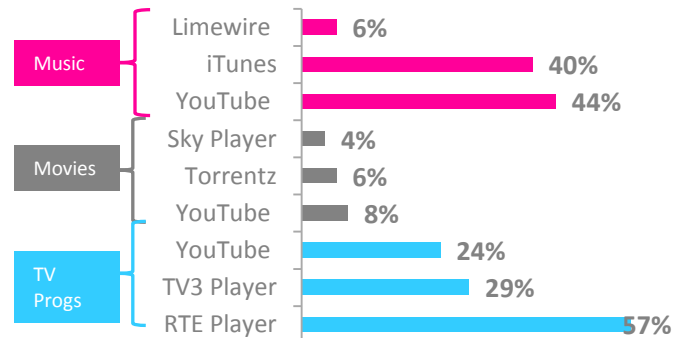
While console games and cameras are highest on shopping lists for “gadget” purchasing, when asked for their own wish list, every fifth (19%) adult on our panel wants a new iPad this Christmas, while only 4% of the panel plan on buying it for a loved one.

Thinking about Christmas shopping, are any of the following items on your shopping list this year?

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|------------------------|------------------------|
| 1. Console Games (22%) | 5. Plasma / HD TV (4%) |
| 2. Digital Camera (9%) | 6. iPad (4%) |
| 3. Laptop PC (6%) | 7. iTouch (4%) |
| 4. X-Box Kinect (5%) | 8. Android Phone (3%) |

Online Media Consumption

We asked this month’s Pulse panel about the sites they use to download/watch TV or movies and which they use to download/listen to music.



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