

Demografia Social Mediów



Demografia Social Media

- Tworzą strony www
- Piszą blogi
- Dodają wideo np. YT

Twórcy 14%



- Komentują na blogach
- Umieszczają rankingi recenzji

Krytycy 20%



- Używają RSS
- Tagują strony www

Kolekcjonerzy
10-15%



Demografia Social Media



Demografia Social Media

- Korzystają ze społeczności

Uczestnicy
19-41%



- Czytają blogi
- Oglądają wideo
- Słuchają podcastów

Widzowie
33-54%



- Aktualizacja statusów w społ.
- Statusy w mikroblogach

Rozmówcy
31%



Demografia Social Media

- Żadnych aktywności, które wykonują inne grupy

Niekatywni
32%



- Por. Li i inni, 2011 s. 42-47; A. Miotk. *Skuteczne social media*. Helion: Gliwice 2013 s. 32-36.



- Por. L. Evans. *Social media marketing*. Helion: Gliwice 2011 s. 43-47.



Demografia Social Media

- najmniej zaangażowani w serwisach social media

No shows
41 %



- pasywni użytkownicy jednego serwisu social media

Newcomers
15%



- obserwują innych poprzez serwisy social media

Onlookers
16%



Demografia Social Media

- aktywni użytkownicy jednego serwisu

Cliquers 6%



- regularnie dzielą się treściami i wchodzą w interakcję

Mix-n-Minglers 19%



- najbardziej aktywni i zaangażowani użytkownicy serwisów social media

Sparks 3%



Demografia Social Media

A Case Study in Social Media Demographic

<http://www.onlinemba.com/blog/social-media-demographics/>



GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

845 MILLION ACTIVE USERS

facebook



ADDITIONAL DATA:

Average Friend Count:
130

Average Daily Visits On Mobile:
200 Million

Average Visits Per Month:
40

Average Visits On Site Per Month:
23:20 Minutes Per Visit



GENDER:

- Male
- Female

AGE:

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- 25-34
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- 45+

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HOUSEHOLD INCOME:

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- \$50,000 - \$99,999
- \$100,000+

127 MILLION ACTIVE USERS

ADDITIONAL DATA:

Online Tweeters:
13% Of Online Individuals Use Twitter

Tweeters On Mobile:
54%

Tweet At Least Once A Day:
36%

Average Time On Site:
11:50 Minutes Per Visit



GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

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- \$50,000 - \$99,999
- \$100,000+

90 MILLION UNIQUE VISITORS



ADDITIONAL DATA:

Relationship Status:
43.82% Of Users Are Single

Usage:
41.99% Are Looking For Friends

Most Common User Occupations*:
1.77% Engineer
1.02% Developer
0.82% Designer

(*From a sample of 4,400,000 users)

GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

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- High School
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- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

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- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

ADDITIONAL DATA:

Top Corporate Pinterest Board:
Real Simple (34,517 Followers)

Top Geographical Location:
East South Central (Mississippi, Alabama, Kentucky, Tennessee)

Top Interests (US):
Crafts, Gifts, Hobbies/Leisure, Interior Design, Fashion Designers/Collections

Average Time On Site:
16:40 Minutes Per Visit

21 MILLION UNIQUE VISITORS



GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

150 MILLION REGISTERED USERS



ADDITIONAL DATA:

LinkedIn For Business Growth:
64% Of Users

Use LinkedIn For Business Purposes:
3 Out Of 4 Users

Companies On LinkedIn
2 Million

Average Time On Site:
8:00 Minutes Per Visit

GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

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- \$50,000 - \$99,999
- \$100,000+

4.6 MILLION UNIQUE VISITORS

digg



ADDITIONAL DATA:

Top Audience Interest:
Search Engine Optimization & Marketing

Average Time On Site:
6:00 Minutes Per Visit



GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

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- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

5.5 MILLION UNIQUE VISITORS



ADDITIONAL DATA:

Top Audience Interest:
Humor, Politics And Tech

Average Time On Site:
16:40 Minutes Per Visit

