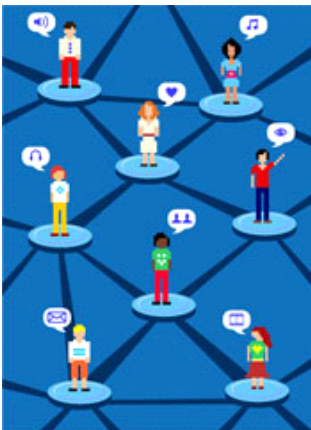


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Consumer Benefits of Social Media

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More consumers are finding positive benefits from their experiences with social media and taking away positive suggestions from their online activities. In fact, two in five Americans have received a good suggestion for something to try as a result of social media use, according to a recent Harris Interactive poll. Businesses and brands with social media presence can be among those who provide positive suggestions and experiences to consumers online.

A majority of U.S. adults, 65%, are using social media, but adoption is not consistent across the board. Rather, young Americans claim positive benefits as a result of social media use more often than older adults. A majority of those 18 to 33 years, 59%, say they have received a positive suggestion for something to try from social media activity. This is compared to 44% of those 34 to 45, 34% of those 46 to 64 and just 19% of those 65 years and older.

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