

VOICE of the Region Survey Greater Pittsburgh Area Social Networking Report

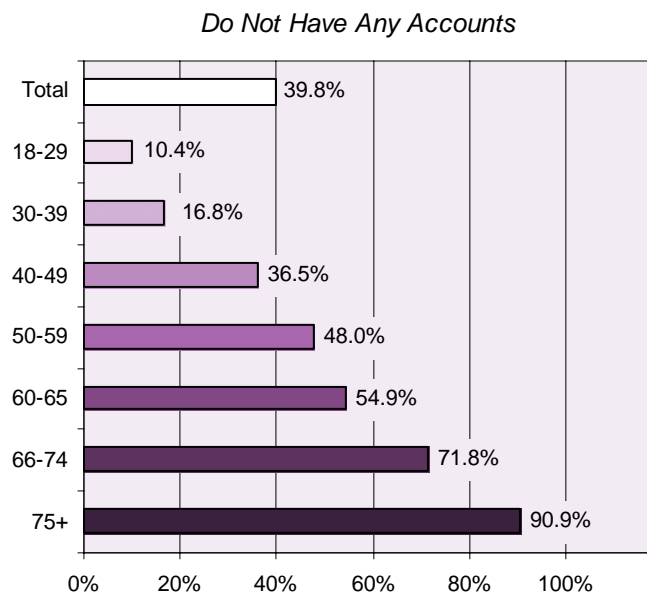
One of the most popular and fastest growing methods of communication on the Internet is social networking. Simply, social networking sites are online communities of people from all over the world who share interests and/or activities, or who are interested in exploring the interests and activities of others. Many of these sites, such as Facebook, Twitter, and MySpace, have a very wide target audience, while others, such as LinkedIn, are tailored to a specific audience segment. To this end, social networking sites are becoming a very effective marketing tool for companies around the globe. This cost effective and wide-reaching method of communication can help a company stay in touch with its current customer base as well as open up the lines of communication with potential customers.

We conducted a regional survey among members of the Campos Inc **Voice of the Region** to gauge the importance and relevance of social networking sites in the Greater Pittsburgh area. In total, 837 respondents participated in this study between March 11 and March 20, 2009. The survey consisted of fourteen questions that specifically targeted information about respondents' current social network usage including: which sites are being used, which sites are the most popular, what are the reasons for using these sites, and how frequently they are checked/updated. Additionally, we asked respondents for their feedback on how Campos Inc could best utilize social networking sites in order to better communicate with our Voice of the Region panel members.

VOR members use Facebook most frequently

Facebook (41.1%) was mentioned nearly five times more often than any other response as the social networking site respondents visit most often. Less than one in ten respondents chose the following sites: MySpace, 8.4%; LinkedIn, 6.9%; Twitter, 2.5%; and Digg, 0.1%.

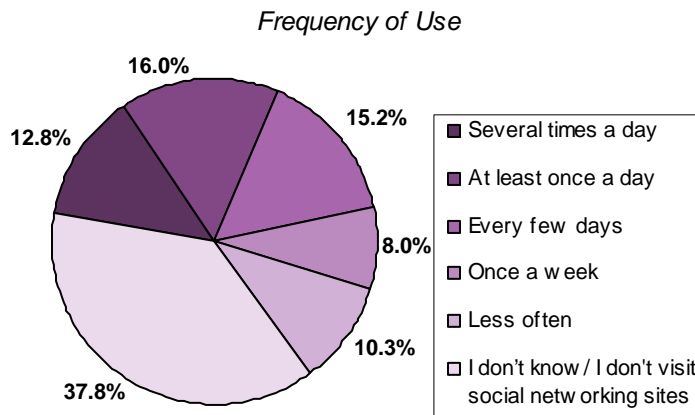
Not surprisingly, those respondents who reported *not* having an account with any social networking site (39.8%) tend to be older as shown below.



Staying in touch with friends is paramount

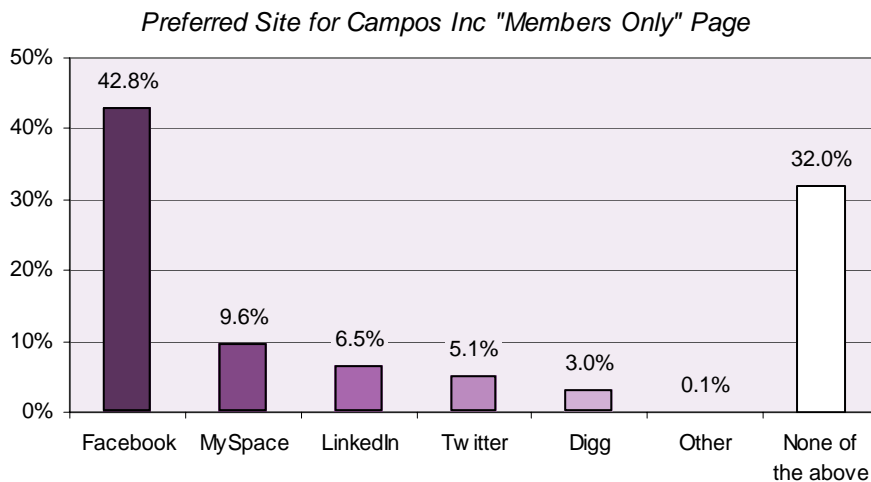
Respondents were also asked to report their primary reason for using the social networking site that they use most often. The most frequently selected response, *staying in touch with friends* (42.1%), was five times more likely to be chosen. *Make new business/professional contacts* was chosen by one in sixteen respondents (6.2%). Both *promote yourself or your work; organize with other people for an event, issue, or cause; make new friends; and make plans with friends* were all chosen by under 3% of all respondents.

The next question asked respondents to identify how often they visited their preferred social networking site. Nearly three in ten respondents reported visiting their favorite site everyday, driven by 16.0% reporting *at least once a day* and 12.8% who mentioned *several times a day*. Over half of the respondents visit their social network site of choice at least once a week (includes *several times a day, at least once a day, every few days, and once a week*).



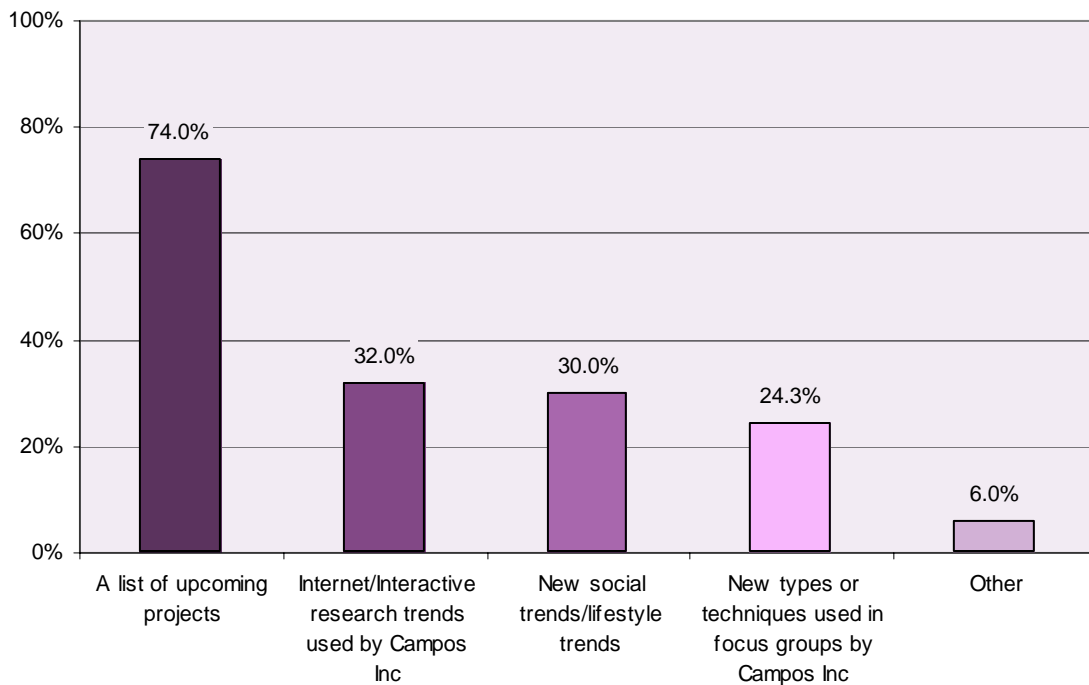
Campos Inc and Facebook

The next few questions asked for feedback on how Campos Inc can best utilize social networking sites to better communicate with the Voice of the Region members. Over six in ten respondents reported that they *would use a Campos Inc page on a social networking site* (includes *yes, 27.2%* and *it depends on which site it is on, 39.4%*). Facebook (42.8%) was chosen significantly more often than the other sites as a preferred site for a Campos Inc Voice of the Region “Members Only” page; all other sites were chosen by less than one in ten respondents.



Respondents were then asked to identify what features they would like to see on a Voice of the Region “Members Only” page on a social networking site. Nearly three-fourths of the respondents indicate they would like to see *a list of upcoming projects* on the site. At least three in ten respondents chose *Internet /interactive research trends used by Campos Inc* (32.0%) and/or *new social trends/lifestyle trends* (30.0%). *New types or techniques used in focus groups by Campos Inc* was chosen by 24.3% of respondents.

Appropriate Content for Campos Inc Site



Our Findings

The majority of our respondents have accounts with social networking sites. Many are visiting these sites weekly, if not daily, and most are using these sites to communicate with friends and family. While many sites are being used, it is clear that Facebook is being used most frequently in our area. Social networking sites are impacting the way we communicate with each other not just in our region, but nationwide. This vehicle has a very wide reach and gives individuals the ability to communicate with anyone they choose in an instantaneous manner. A trend like social networking is the wave of the future and shows no sign of slowing down.

Share Your Views – Join the Voice of the Region Panel

If you are interested in sharing your viewpoints on topics of regional interest, join the Voice of the Region (VOR) Panel by visiting <http://www.voiceoftheregion.com> and clicking on the Voice of the Region Icon.

The VOR Panel consists of more than 20,000 consumers and professionals from Southwestern Pennsylvania. This self-elected community has agreed to share opinions and insights on innovative products and services of local, national, and international corporations, businesses, and organizations. Additionally, VOR panelists have the opportunity to participate in quarterly surveys dealing with subjects that are important to the future of our region – such as the arts, economic development, health, education, and recreation.

About Campos Inc

Campos Inc is a research-based market strategy firm located in Pittsburgh, PA, offering traditional and online quantitative and qualitative research methodologies. For more than 20 years, Campos Inc has helped businesses launch new products and services, acquire new customers, track advertising and brand awareness, measure the impact of communications, and understand their clients' satisfaction and loyalty. Campos Inc also offers consulting, strategic planning, and meeting facilitation services.