

2009 AMA Social Media Survey: Results and Analysis



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Objective and Background

In January 2009, the American Marketing Association conducted a Social Media Survey to assess interest in social media tools and social networking behavior of its marketing professional members and website registrants. Recognizing the growing importance of social media in the marketing industry and the need for marketing professionals to utilize existing social networking platforms to form business connections and generate customer leads, the AMA sought to better understand current social media usage patterns of marketing professionals. In addition, the AMA aimed to evaluate the likelihood its member audience would actively participate in an AMA online social network if it were offered on *MarketingPower.com*, the Association's website.

The survey focused largely on current usage patterns of social media tools such as forums, groups, blogs and wikis as well as popular online social networking platforms. The results of this survey and subsequent analysis comprise this document.

2009 Survey Methodology

The data was collected January 7-30, 2009, via the online survey available for review at http://www.surveymonkey.com/s.aspx?sm=2brpNNpe6mvyhOJvIp2b3jw_3d_3d. During the 24-day collection period, 4,823 individuals started the survey and 4,147 completed the survey. Not all questions were answered by all participants. Between 4,605 and 4,790 answered questions directly relating to social media and social networking.

AMA members and *MarketingPower.com* registrants were invited to participate in the survey via the distribution of two separate e-mail communications during the collection period. Promotion of the survey was also included in e-mail communications to the AMA's professional and collegiate chapters. Additionally, a banner ad appeared on the home page of *MarketingPower.com* throughout the collection period directing visitors to participate in the survey. Advertisements appeared in the AMA's *MarketingPower*, *Marketing Matters* and *Marketing Thought Leaders* e-newsletters during the month of January 2009. An announcement encouraging AMA members to participate in the survey was also posted in each of the Association's 9 practitioner online communities. After completing the online survey, participants automatically qualified to win an iPod Touch.

Executive Summary

Results of the 2009 AMA Social Media Survey clearly indicate that marketing professionals, including AMA members, use social networking platforms and social media tools primarily to form business connections and achieve key business objectives such as understanding customer insights and pursuing new growth areas. While the majority of respondents acknowledged that participation in social networks is important to their business and career, lack of time to learn or explore social media options was also cited as a primary barrier to increased social media adoption.

While marketing professionals are actively and regularly participating in social networks on a weekly basis, their usage of a variety of existing social media tools remains infrequent. Forums and message boards, groups, online communities and blogs were identified as the most valuable social media tools. The current level of adoption of social media tools by marketing professionals surveyed is still fairly low. For example, only a quarter of survey respondents have a blog.

In assessing respondents' interest level in an AMA online social network platform, more than half of those surveyed indicated they would likely participate. The vast majority of survey respondents, most of whom were AMA members, indicated they would prefer that an AMA social network platform be available to other non-member marketing professionals in varying degrees. A third would like the AMA platform to be accessible to all marketing professionals while nearly a quarter of respondents would like only members and registered users to have access.

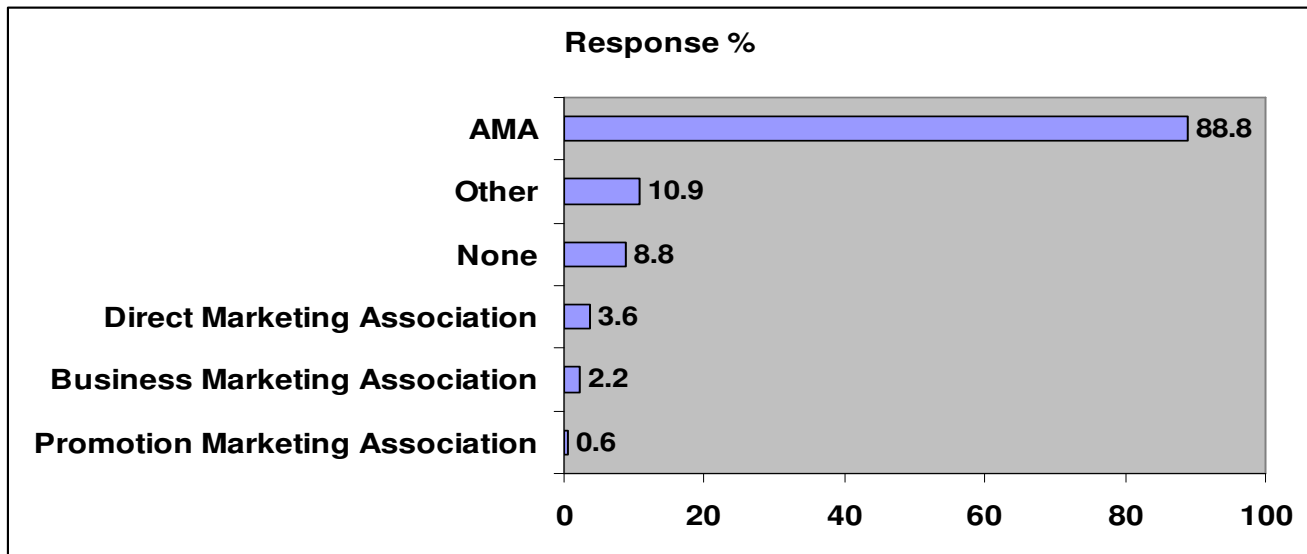
Among the varied menu of social media tools available, survey respondents indicated they would find forums/message boards, groups and blogs the most valuable features on an AMA online social network platform. Interest level among survey respondents in publishing a blog, however, was inconclusive.

Analysis of Survey Respondents

● *Association Membership*

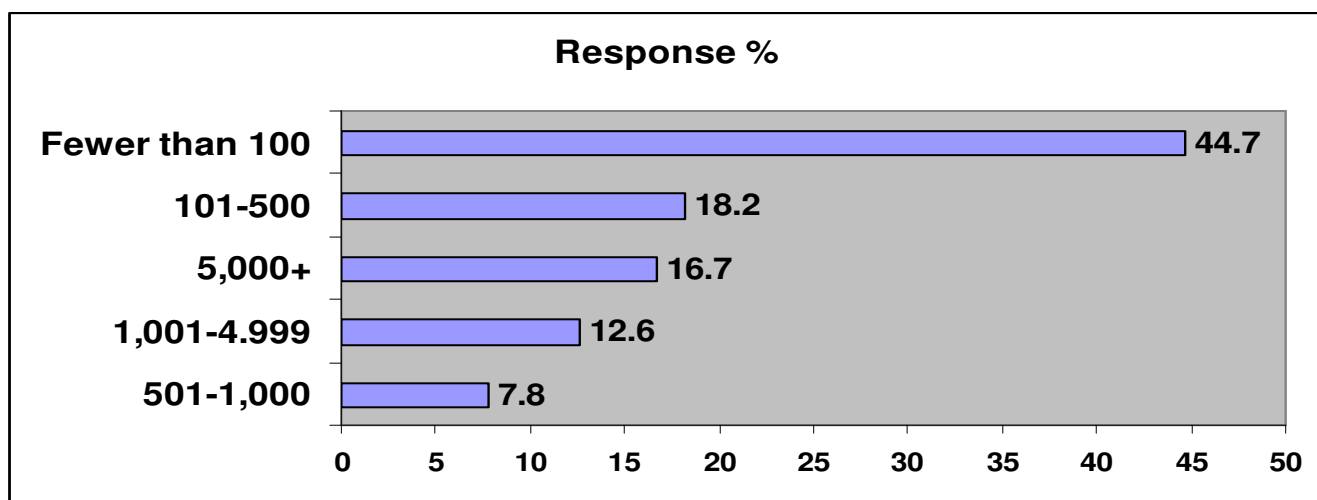
The vast majority of survey respondents are AMA members. Of the 4,185 survey participants responding to the question asking them to identify to which professional associations they belong, 88.8%, or 3,716 respondents, indicated they belong to the American Marketing Association. 3.6% of respondents indicate they belong to the Direct Marketing Association and 2.2% indicate they belong to the Business Marketing Association.

8.8%, or 370 respondents, indicated they do not belong to a member association. 10.9% indicated Other with 666 respondents identifying other associations to which they belong. Among other association memberships identified, common responses included: PRSA, ASAE, IABC, American Advertising Federation, American Marketing Association, international organizations, Marketing Research Association, QRCA, ESOMAR, WOMMA, Chartered Institute of Marketing, and SEMPO.



● *Company Size*

The majority of respondents (44.7% or 1,869 respondents) are employed at companies with 100 or fewer employees. 18.2% of respondents are employed at companies with 101-500 employees, while 16.7% of respondents are employed at large companies, with 5,000 or more employees.



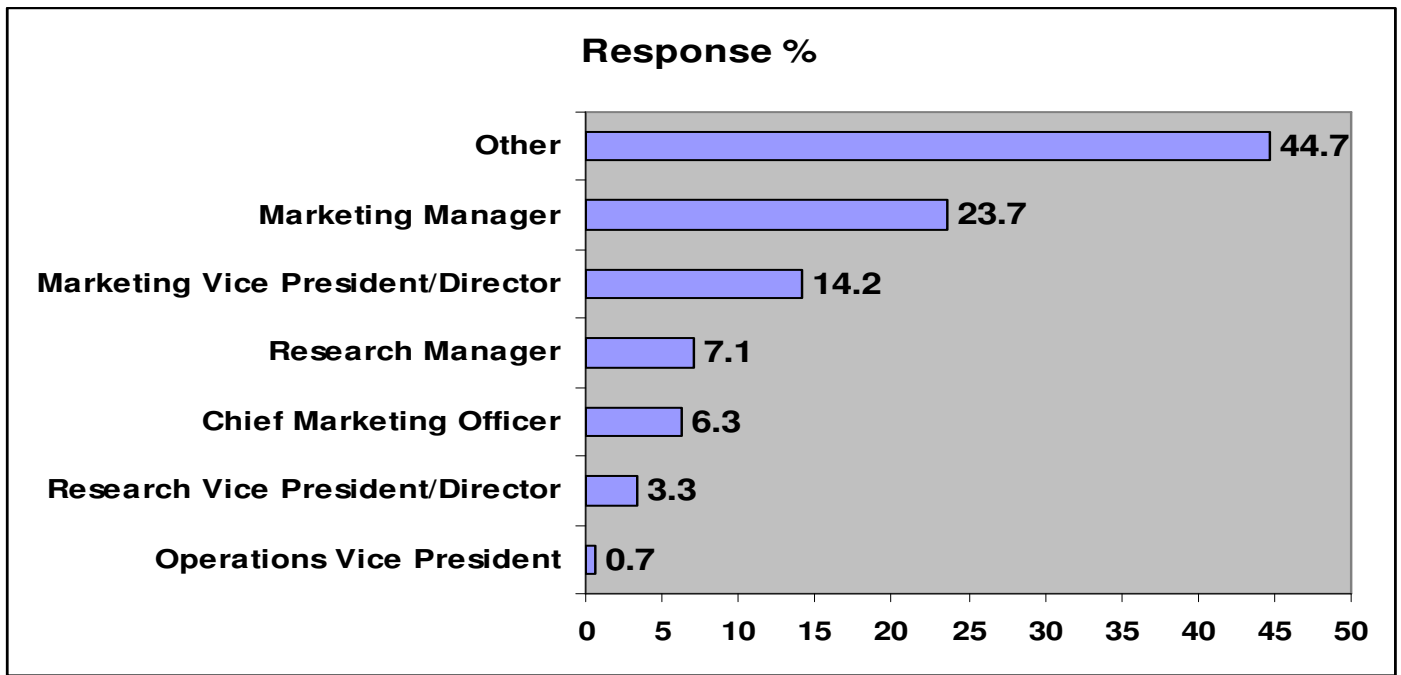
● *Industry Classification*

Survey respondents represent a broad range of industries. Industries with the largest representation include Education Services (14%), Marketing Research (9.7%), Advertising (8.8%), and Financial Services/Insurance and Nonprofit (6.8% each). However, the largest percentage (16.4%) of respondents identified Other as their industry classification. Of the 806 Other responses indicated, Student, Consulting, Graphic Design and Publishing ranked among the most popular.

Advertising	8.80%
Agriculture	0.20%
Construction	1.20%
Consumer Packaged Goods	1.90%
Durable Goods	0.40%
Education Services	14.00%
Financial Services/Insurance	6.80%
Food and Beverage	2.00%
Government/Public Administration	1.40%
Healthcare	4.40%
High Technology	4.20%
Hospitality	0.80%
Human Resources	0.70%
Information Services	1.30%
Manufactured Food	0.10%
Manufactured Machinery	1.50%
Manufactured Raw Materials	0.80%
Marketing Research	9.70%
Nonprofit	6.80%
Packaging	0.20%
Professional Services Marketing Management	4.90%
Professional Scientific Technology Services	0.50%
Internet, Media	3.10%
Real Estate	1.10%
Retail	2.80%
Telecommunications	1.30%
Travel	0.90%
Transportation/Warehouse	0.60%
Utilities	1.20%
Other	

● *Job Function*

More than a quarter of survey respondents identified themselves as performing the job function of manager (Marketing Manager--23.7% and Research Manager—7.1%). 14.2% of respondents identified themselves as a Marketing Vice President or Director, while 6.3% indicated they are employed as a Chief Marketing Officer. However, the majority of respondents (44.7%) selected Other to identify their job function. A variety of other job functions were identified including: Professor, Student, Unemployed, Business Development, Consultant, Sales, Communications/PR Specialist, Marketing Specialist, CEO/President, Account Manager and Creative Director.

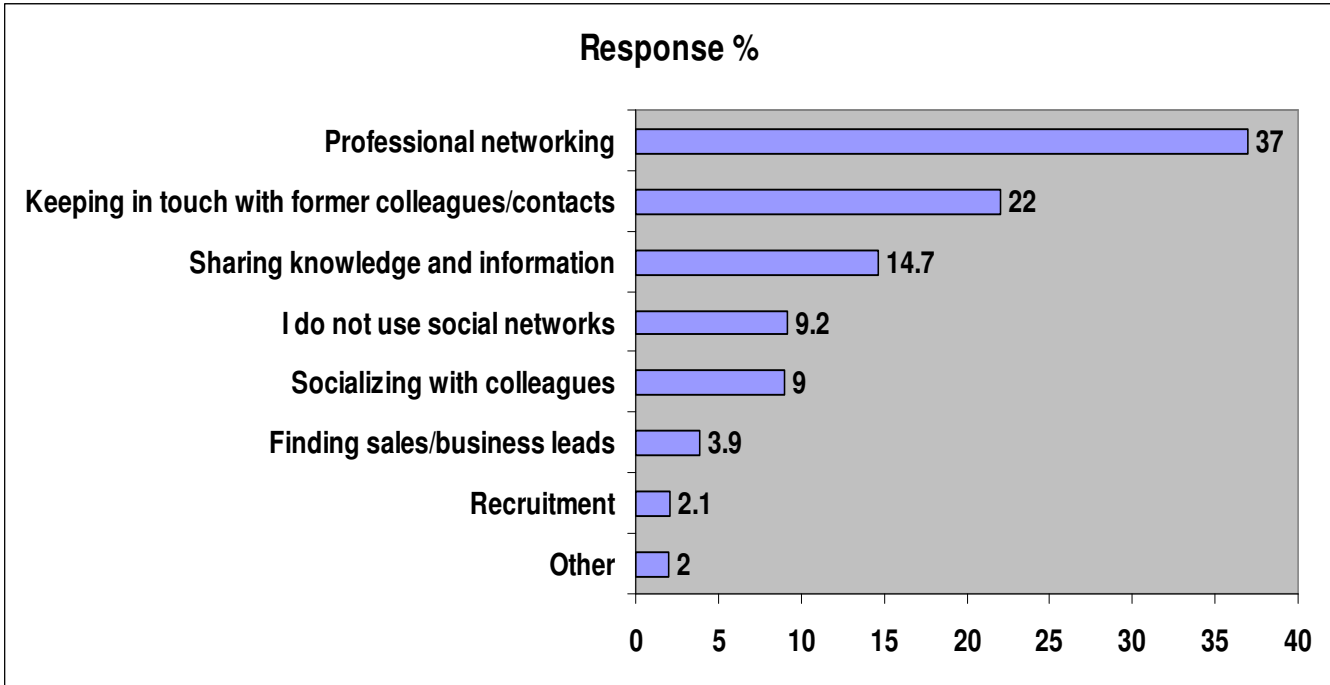


Analysis of Survey Responses

Social Media Usage

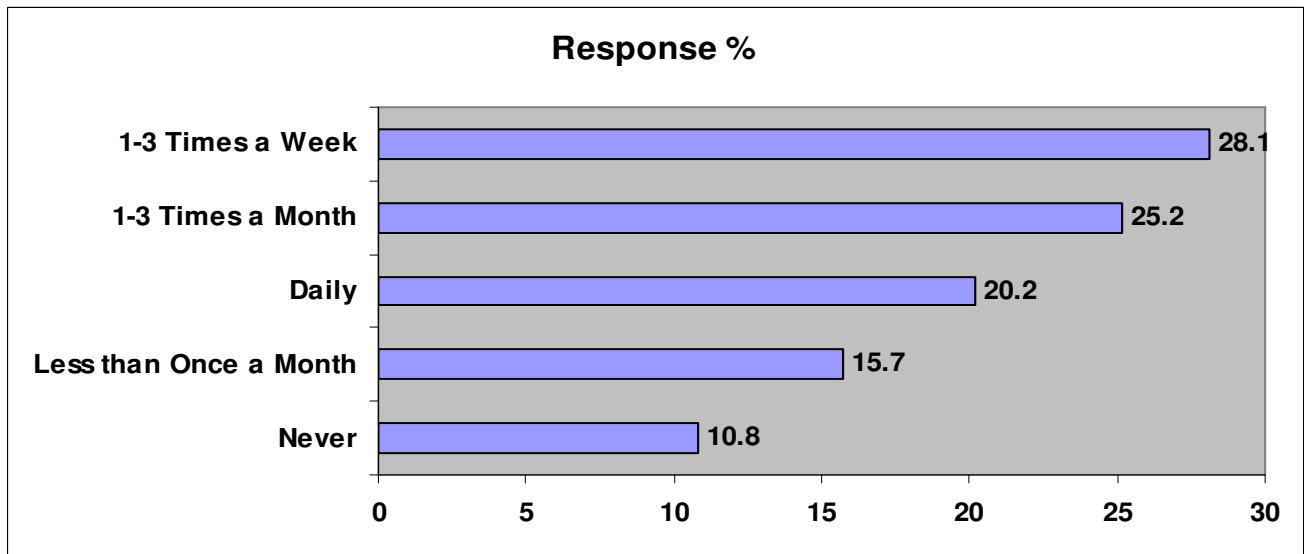
1. What is your primary reason for using social networks for professional purposes?

Professional networking is the primary reason marketing and allied professionals use social networks. More than a third (37%) of respondents indicated they utilize social networks for professional networking. Keeping in touch with former colleagues and contacts was identified as the main reason for using social networks by nearly a quarter (22%) of respondents. 14.7% of survey respondents use social networks to share or capture information and knowledge. Fewer than 10 % (9.2%) of all respondents indicated they do not use social networks.



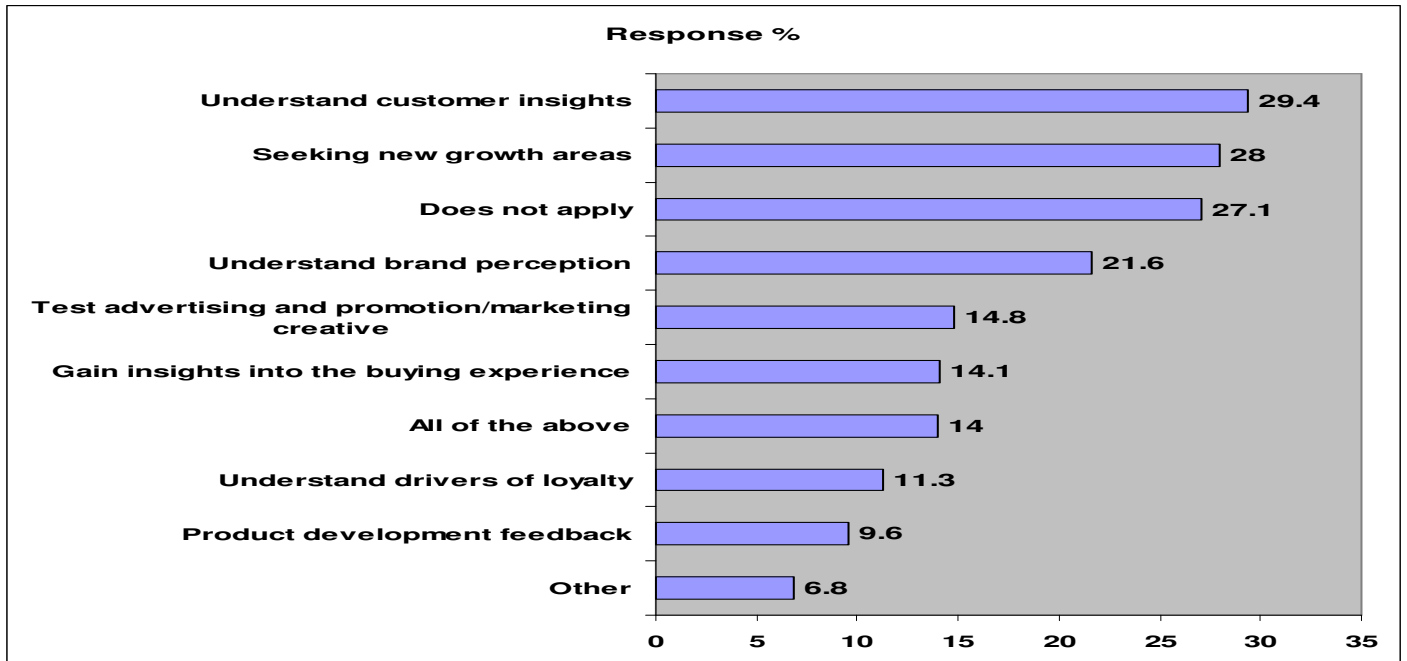
2. How often do you use social networks for professional purposes?

Marketing and allied professionals are actively using social networks for professional purposes on a frequent basis. Nearly half of all respondents reveal they use social networks up to 1-3 times a week. 28.1% of respondents use social networks 1-3 times a week while 20.2% participate in social networks daily. Another quarter (25.2%) of respondents is using social networks less frequently, at a rate of 1-3 times a month. A small percentage of respondents (10.8%) never use social networks.



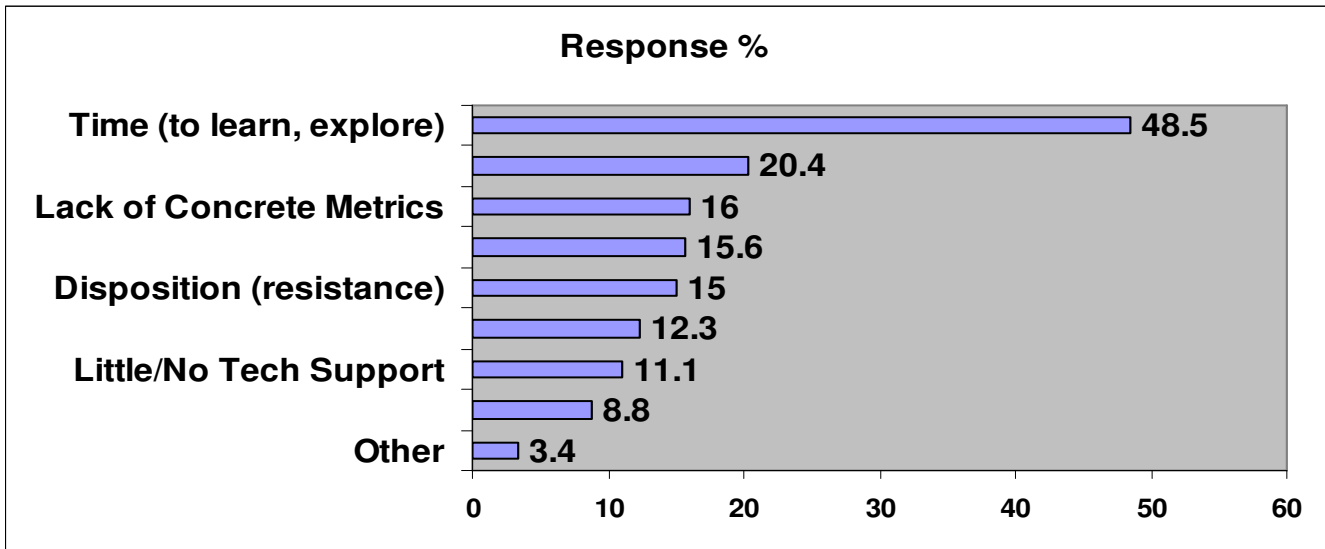
3. What are your primary social media objectives?

Marketing professionals clearly are using social networks to achieve key business objectives. Understanding customer insights (29.4%) and seeking new growth areas (28%) were identified as the top social media objectives of survey respondents. More than a fifth (21.6%) of respondents is using social media tools and social networks to understand brand perception.



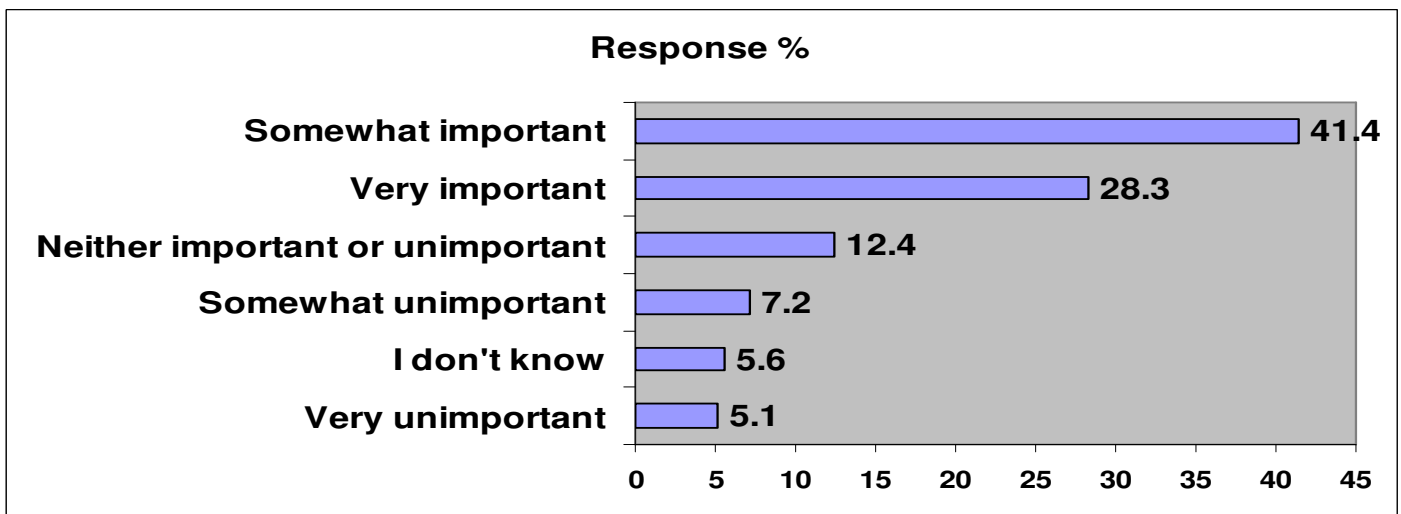
4. What are your most significant barriers to social media adoption for professional purposes?

Lack of time was clearly identified as a significant barrier to using social media. Nearly a half (48.5%) of respondents indicated they do not have the time to learn or explore social media. Other significant barriers to social media adoption cited by respondents include knowledge/interest (20.4%), lack of concrete metrics (16%), lack of resources (15.6%) and disposition/resistance (15%).



5. How important are social media tools and social networking for your business/career?

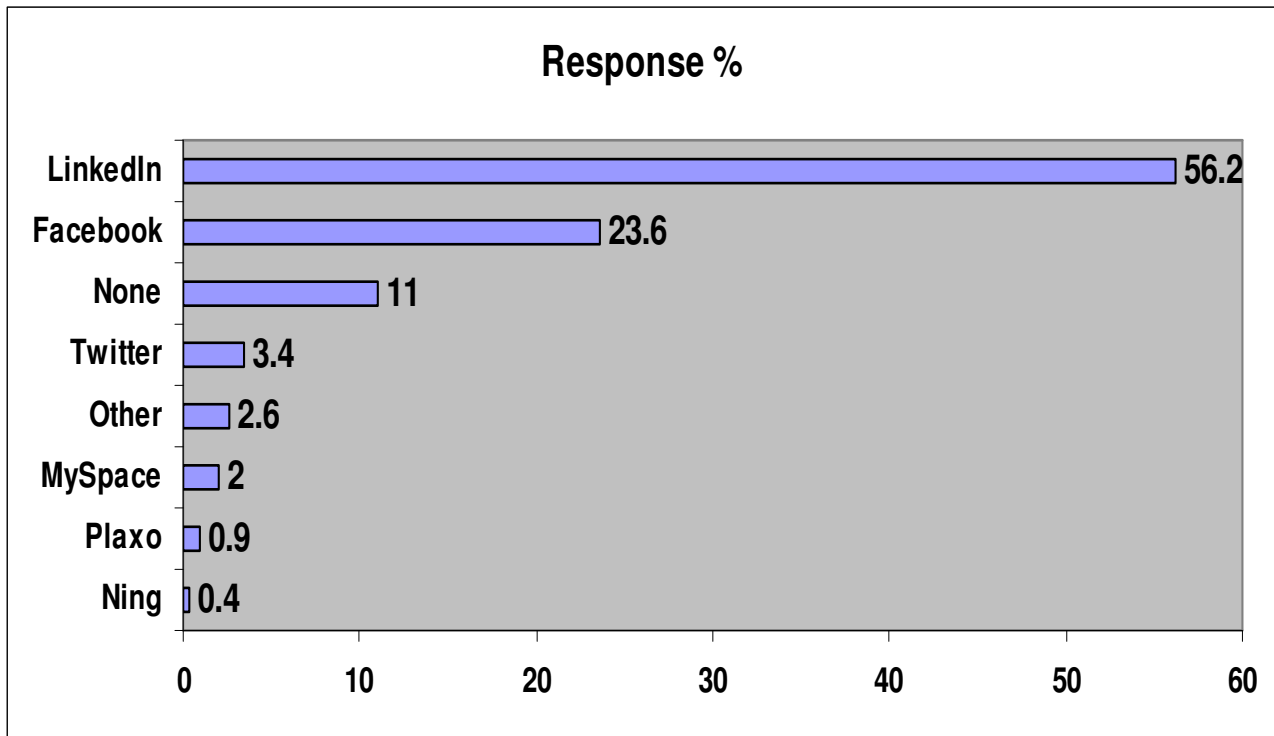
The majority of marketing professionals surveyed indicated social media tools/networking is very (28.3%) or somewhat (41.4%) important for their business and career. A small percentage (5.1%) believes social media is very unimportant to their business while 7.2% acknowledged social networking is somewhat unimportant.



Social Networks:

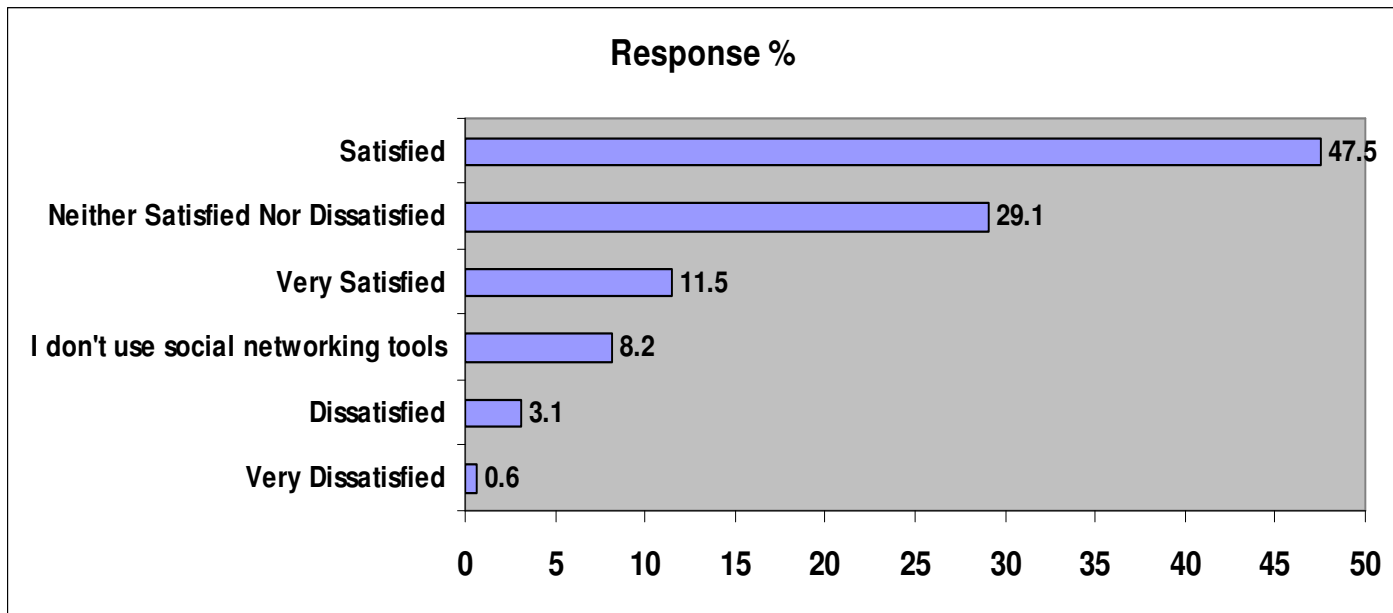
6. Which social network do you use the most for professional purposes?

LinkedIn is the social network platform of choice for marketing professionals. More than half (58%) of survey respondents indicate they use LinkedIn, a social network platform targeting business professionals. Nearly a quarter (23.6%) of respondents prefers Facebook while 11% of respondents do not use any social networks. A relatively small percentage of respondents use the micro-blogging platform Twitter (3.4%) and MySpace (2%).



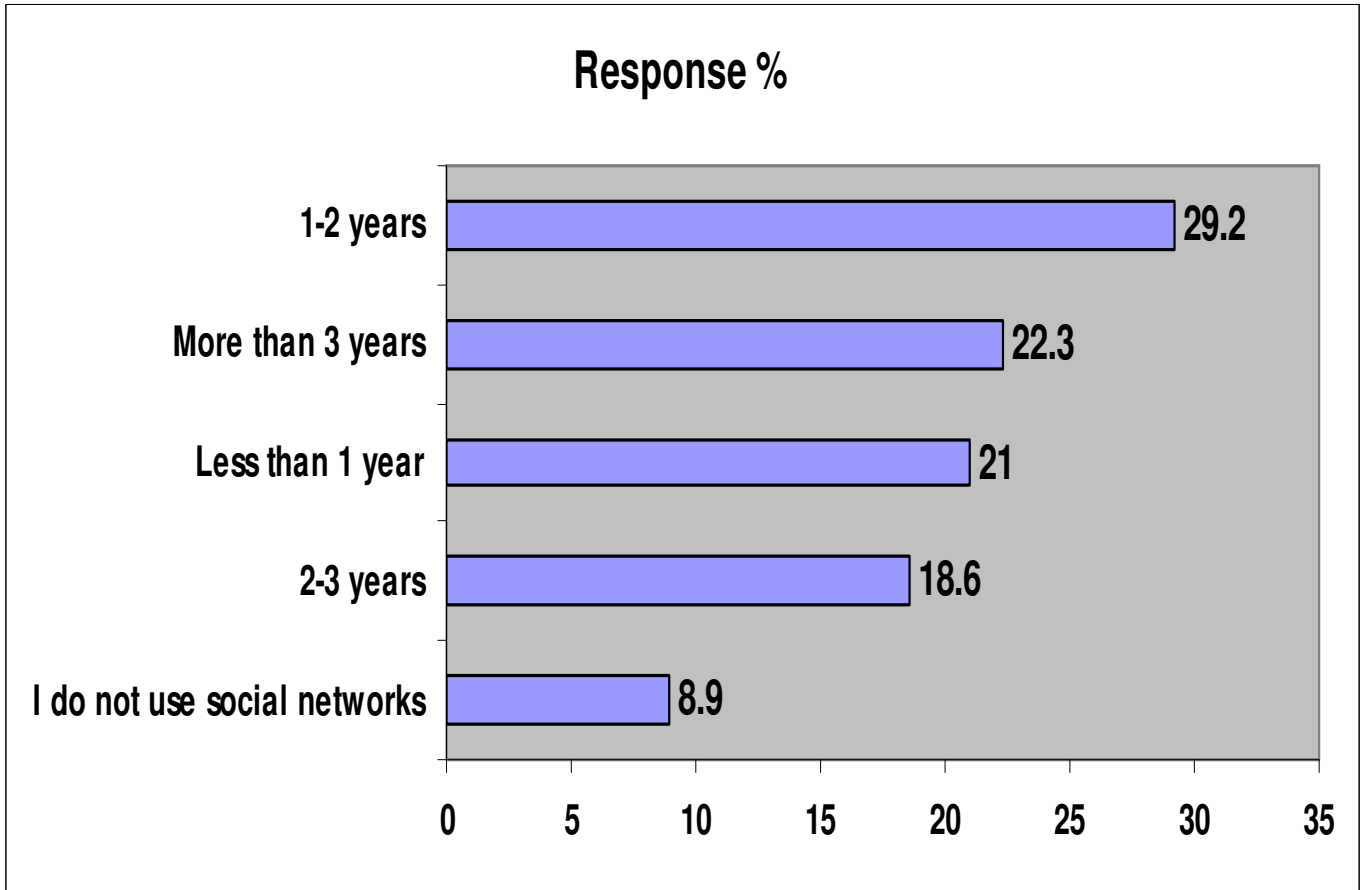
7. How satisfied are you with the social networking tools that you currently use?

Overall, marketing professionals are satisfied with their current social networking tools. Nearly half (47.5%) of respondents indicate they are satisfied while 11.5% report being very satisfied. More than a quarter (29.1%) of survey participants is neither satisfied nor dissatisfied with their social media tools. Fewer than 10% of respondents report they do not use social networking tools.



8. How long have you been using social networks?

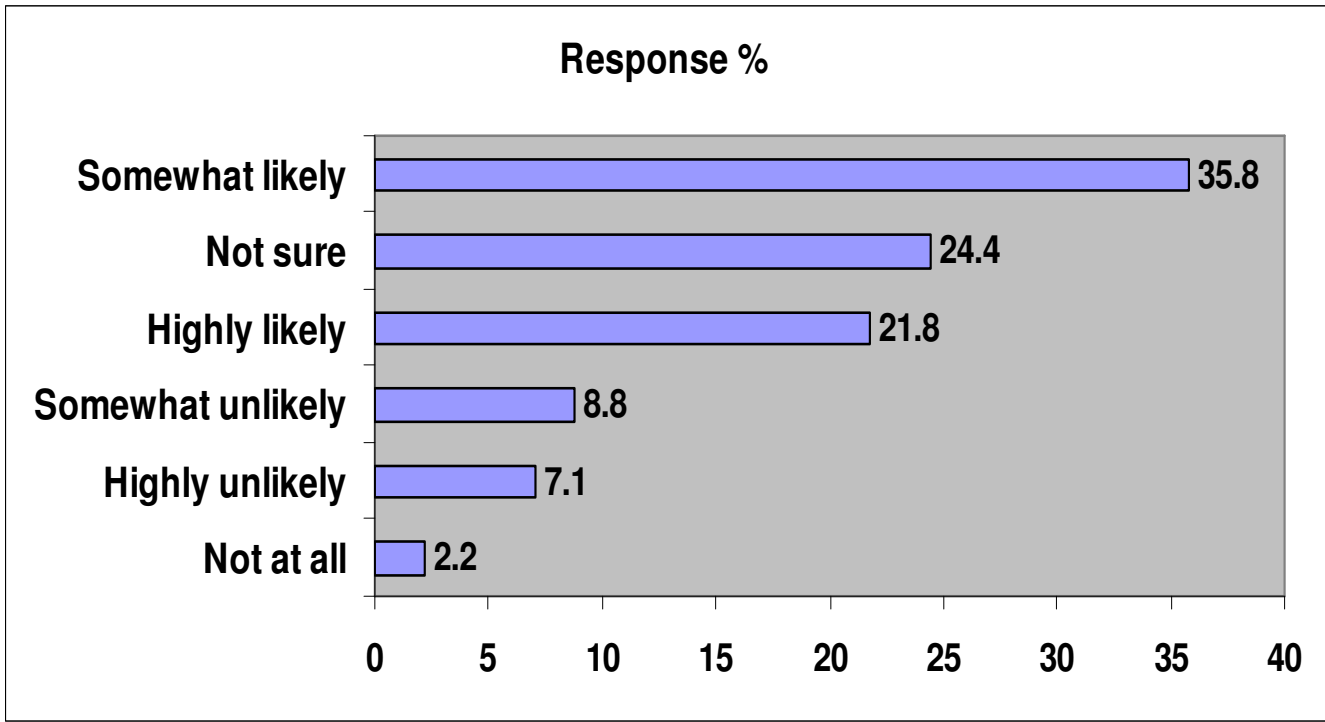
The majority (50.2%) of survey respondents are recent adopters of social networks. Slightly more than a fifth (21%) of participants has been using social networks for less than a year while 29.2% have utilized social networks for 1-2 years. More than a fifth (22.3%) of respondents has participated in social networks for more than 3 years.



AMA Online Social Network

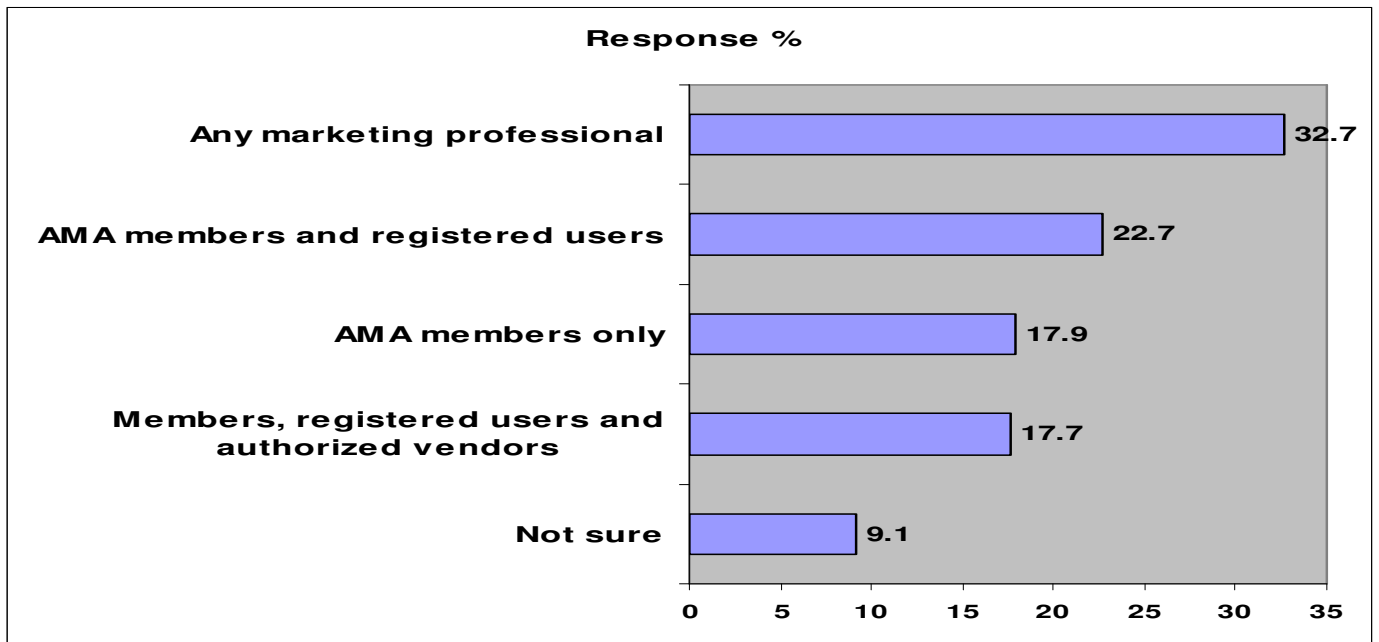
9. If the AMA provided an online social networking feature on *MarketingPower.com*, how likely would you be to participate?

The majority (56.7%) of survey participants indicated they would be highly (21.8%) or somewhat (35.8%) likely to participate in an AMA online social network on *MarketingPower.com*. Nearly a quarter (24.4%) of respondents was unsure of their participation level in an AMA social community. Fewer than 10% of respondents indicated they either would not participate in a social network provided by the AMA or would highly unlikely to do so.



10. If the AMA provided an online social networking feature on *MarketingPower.com*, which of the following groups should be able to join the network?

While the vast majority of survey respondents were AMA members, nearly a third (32.7%) indicated an AMA online social network should be available to all marketing professionals. More than a fifth (22.2%) of respondents believes an AMA online network should be available only to AMA members and site registrants. Less than a fifth (17.9%) of respondents would prefer a members-only AMA social network. Nearly an equal amount (17.7%) indicated members, site registrants and authorized vendors and suppliers should have access to an AMA social network platform.



Social Media Tools

11. How many times in the last month have you engaged in the following activities?

While marketing professionals responding to the survey indicate they are active social network participants, their use of specific social media tools is far less frequent. Although more than a third (38.4%) of respondents indicated they use social networks every day, the majority of participants reported they never use popular social media tools such as blogs (59.8%), video creation (68.5%), RSS feeds (47.9%), social bookmarking (57.4%), Wikis (44.7%) and forums (35.4%).

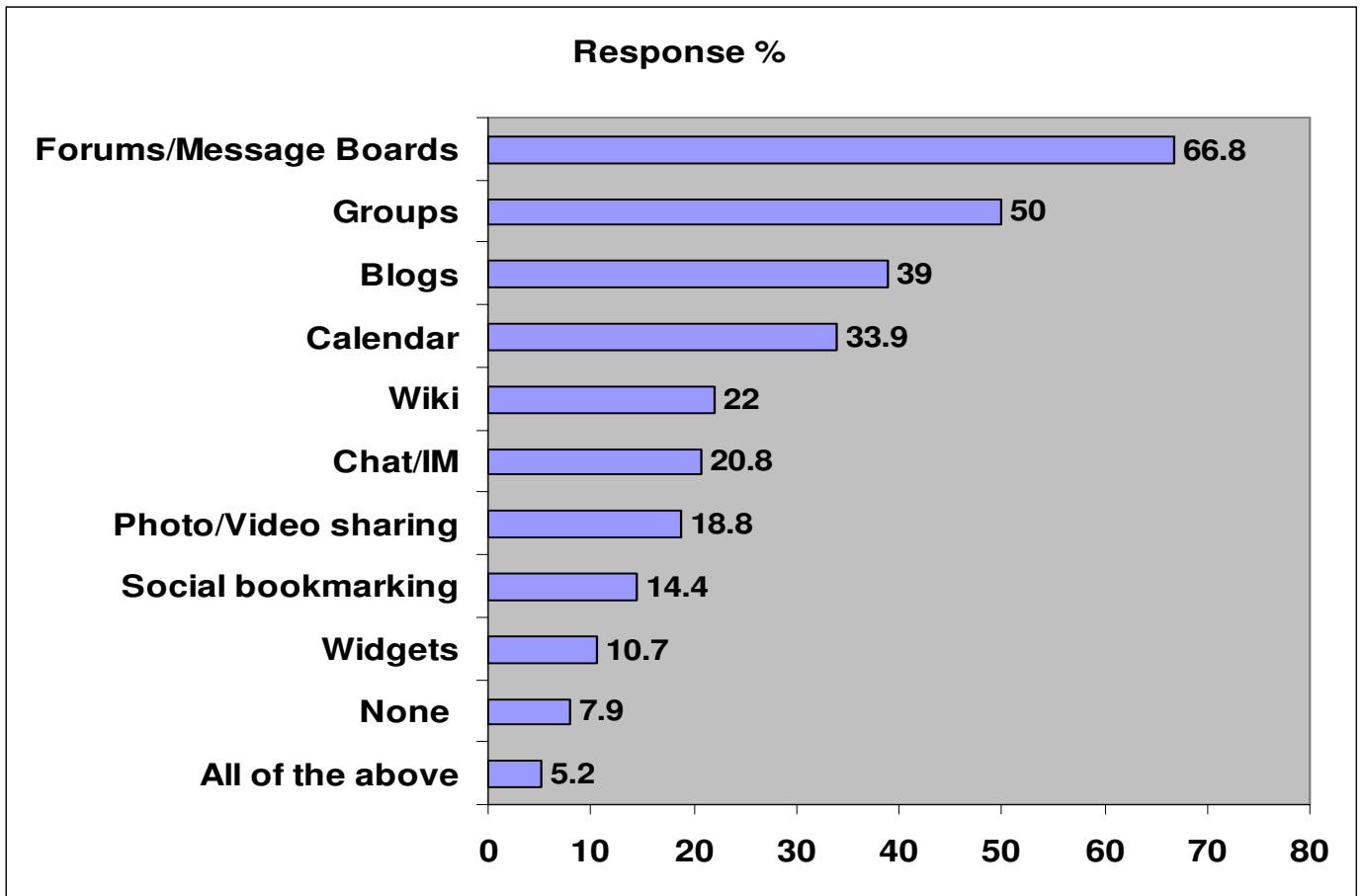
However, respondents indicated they occasionally (every few weeks) use social media tools such as peer-to-peer networking (19%), ratings/reviews (23.2%), forums (16.7%) and reading and commenting on blogs (20.3%). Of those social media tools participants use every week are video viewing (20.9%), online communities (13.9%), peer-to-peer networking (16.8%), ratings/reviews (15.4%) and forums (11.2%).

	every day	every few days	every week	every few weeks	less often	never	Response Count
Social networking	38.4% (1,752)	22.9% (1,044)	11.0% (500)	12.5% (569)	7.8% (357)	7.5% (340)	4,562
Blogs (writing)	1.7% (78)	5.5% (246)	5.0% (225)	8.5% (382)	19.4% (866)	59.8% (2,675)	4,472
Blogs (reading/commenting)	11.0% (495)	13.3% (599)	14.9% (673)	20.3% (912)	21.4% (962)	19.1% (862)	4,503
Video (creating)	0.5% (23)	1.4% (64)	2.0% (87)	6.5% (288)	21.1% (937)	68.5% (3,044)	4,443
Video (viewing)	7.5% (336)	16.8% (753)	20.9% (937)	21.8% (979)	14.5% (652)	18.5% (828)	4,485
Mash-ups	0.9% (39)	1.3% (56)	2.6% (114)	4.4% (192)	10.4% (455)	80.5% (3,539)	4,395
Podcasts (creating)	0.3% (12)	0.6% (26)	1.1% (50)	3.3% (146)	11.7% (519)	83.1% (3,700)	4,453
Podcasts (listening)	3.1% (136)	6.1% (273)	6.9% (308)	18.3% (818)	27.1% (1,207)	38.5% (1,716)	4,458
Peer-to-peer networking	14.0% (629)	18.4% (822)	16.8% (753)	19.0% (853)	13.8% (616)	18.0% (806)	4,479
Ratings/Reviews	3.6% (158)	11.7% (519)	15.4% (686)	23.2% (1,030)	21.4% (954)	24.8% (1,101)	4,448
RSS feeds	10.7%	6.8%	7.4%	9.5%	17.7%	47.9%	4,452

	(477)	(302)	(328)	(425)	(789)	(2,131)	
Social bookmarking	3.7% (162)	6.1% (270)	6.7% (298)	9.9% (439)	16.2% (719)	57.4% (2,546)	4,434
Online communities	14.0% (629)	14.5% (650)	13.9% (622)	14.9% (668)	16.4% (733)	26.3% (1,179)	4,481
Wikis	4.4% (195)	9.6% (425)	10.4% (462)	13.1% (579)	17.8% (791)	44.7% (1,983)	4,435
Social tagging	3.7% (164)	7.3% (324)	6.8% (300)	8.4% (372)	16.1% (715)	57.7% (2,556)	4,431
Forums	4.9% (218)	8.9% (397)	11.2% (497)	16.7% (743)	22.9% (1,016)	35.4% (1,574)	4,445
None	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0

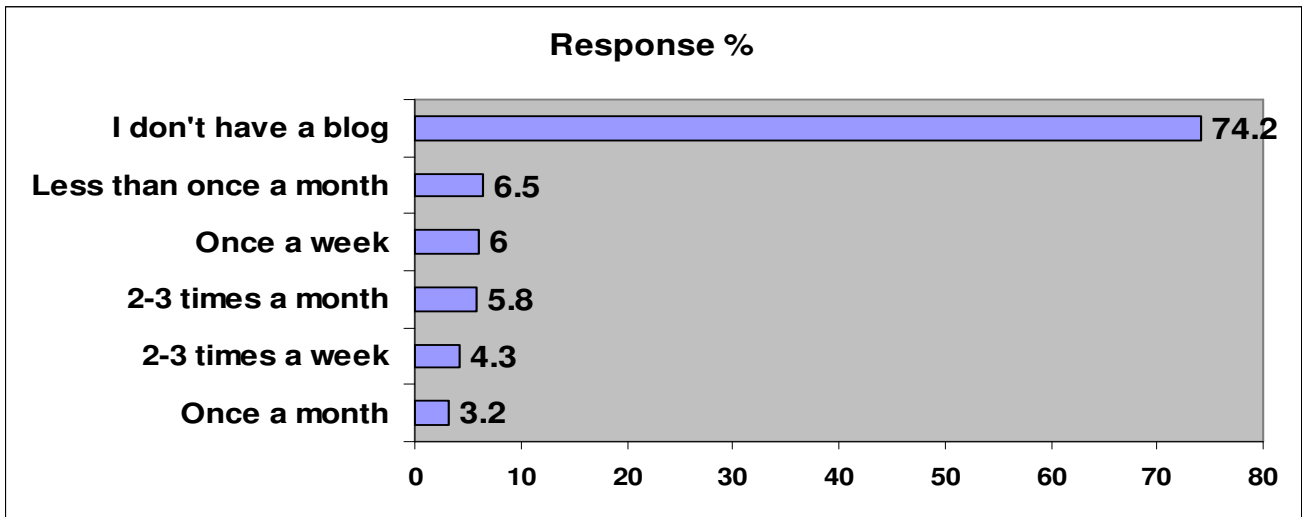
12. If the AMA provided an online social networking platform on *MarketingPower.com*, which of the following social media tools would you likely use?

Among the varied menu of social media tools available, survey respondents indicated they would find forums/message boards (66.8%), groups (50%) and blogs (39%) the most valuable on an AMA online social network platform. Participants also indicated they would like to use an online calendar (33.9%), a Wiki (22%) and chat/IM (20.8%).



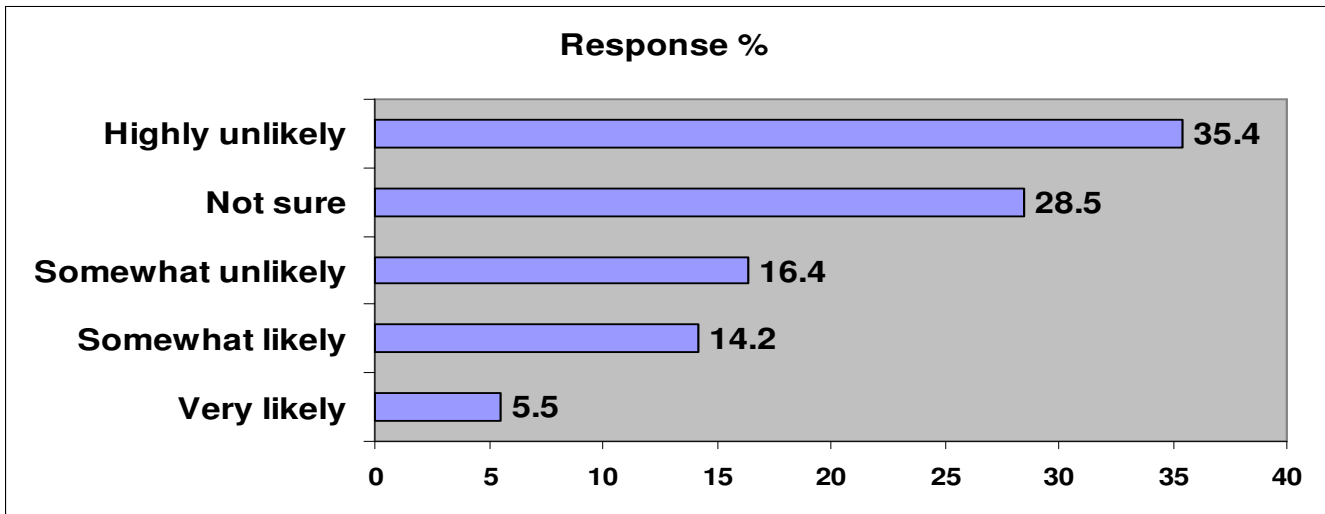
13. If you have a blog, how often do you post entries?

While blogs have been the focus of attention in the social media and marketing industries, the vast majority (74%) of survey respondents indicated they do not have a blog. Of those respondents who do have a blog, 6.5% post entries less than once a month while 6% add new entries once a week.



14. If the AMA provided a platform on *MarketingPower.com* allowing you to publish a blog, how likely would you be to participate?

Respondents varied in their level of interest in publishing a blog on an AMA social network platform. While more than a third (35.8%) indicated they would be highly unlikely to participate in an online blog platform, more than a quarter (28.5%) indicated they were unsure while nearly a fifth reported they would be very likely (5.5%) or somewhat likely (14.2%) to publish a blog.



15. Does your employer allow its employees to participate in social media as company representatives?

In response to the question about whether their employers allow them to participate in social media as company representatives, survey respondents' responses were fairly evenly split. While 27.9% of respondents indicated they were allowed to participate in social media and 26.6% were allowed to participate with restrictions, the slight majority (28.5%) reported they were not sure. 17% of respondents clearly indicated they were not allowed to participate in social media as company representatives.

