Dawn of a Social Media Trend?
Revelations from Butter, a new social media app
Objectives

The purpose of this study is to address the following questions for our client, Butter, a new social media app:

• What are the main reasons for using social media?
• What do younger segments of the population want in social media?
• How are trends in social media changing?
• If there is a change in social media trends, why?

Methodology

Using Luth Research’s ZQ Intelligence, consumers’ online behavior was tracked between January, 2013 and February, 2014. ZQ Intelligence is Luth Research’s permission-based technology platform that tracks consumer behaviors and activities across computers (desktops & laptops) smartphones, and tablets. It combines the digital information with quantitative and qualitative research among the same individuals, giving single-source insights on how consumers navigate through their path to purchase across product categories. Some of the benefits of ZQ Intelligence include:

• Capturing of behaviors on computers passively
• Integrating digital data seamlessly with surveys
• Providing single-source measurement
• Delivering big data via custom insight delivery

An online quantitative survey was conducted among 526 Butter users to understand their social media usage, perceptions and preferences. An integrative approach was taken to incorporate ZQ digital data and online survey data to provide a holistic understanding of the study objectives.

Executive Summary

Younger segments of the population are using social media to make new friends outside of their social circles. For the segments of the population under 30, making new friends outside of their regular social circles is the primary reason for using social media in general, indicating a preference for social media networks that facilitate these connections. It is also one of the top reasons for using Butter for those under 30, especially women, which suggests that they are using Butter to make new friends.

Younger segments of the population prefer social media that is both innovative and setting trends. The segment of the population under 18 joined Butter because they wanted a newer
social network. Those under 30 joined Butter because they were bored. A significant portion of the population under 30 sees Butter as a leading trendsetter.

Facebook usage has decreased for the younger segments of the population, especially women. A majority of the population under 30 says their Facebook usage has decreased over the past year, from April 2013 to April 2014.

A significant portion of the female population under 30 also say this is true. PC web-based data from approximately 30,000 ZQ panelists also show an overall downward trend in visits, visitors, and time spent on Facebook over a similar timeframe, from January 2013 to February 2014.

Younger segments of the population are moving away from Facebook because it is no longer cutting edge and has become stale. A significant portion of the population under 30 are moving away from Facebook because they found newer social networks they like better. This is especially true for women under 18. Women under 18 and men between 18 and 29 also think Facebook has become boring.

**Reasons for Using Social Media**

Butter users primarily use social media to make new friends outside of their social circles (22%) and out of a desire to avoid boredom (21%). Most of those that primarily use social media to make new friends are under 30.

The three least important reasons are sharing opinions with friends and family, entertainment through “people watching”, and staying up-to-date on current events. There is not a significant difference between those that primarily use Butter and those that primarily use Facebook in either of these responses, suggesting both primary Butter users and primary Facebook users are interested in making new friends and want to be entertained.

**Top 10 Primary Reasons for Using Social Media**

- Make new friends outside social circles: 22%
- Something to do when bored: 21%
- Feels good to have my posts being viewed/liked: 16%
- Stay connected with friends and/or family: 13%
- To always be connected: 8%
- Everyone I know uses social media: 4%
- I like to view/like others’ posts: 4%
- To stay up-to-date on current events: 3%
- For entertainment through “people watching”: 2%
- Share my opinions with friends and/or family: 2%

**Q6. What is the primary reason you use social media?**

Survey Base: Total Respondents n=526
Importance of Making New Friends

Almost two thirds of Butter users consider making new friends on social media as either very important or somewhat important, which reflects the top reason for using social media.

A majority (66% - 68%) of women under 30 feel that making new friends on social media is either very important or somewhat important. That being said, over one fourth of Butter users feel impartial about making new friends.

Q7. How important to you is the ability on social media to make new friends?
Survey Base: Total Respondents n=526

Social Media Networks Used

YouTube, Facebook, Kik, Snapchat, and Instagram were the top social media networks used by a majority of Butter users in the past month. Over a fourth of Butter users use all social media networks equally, which suggests that their usage is spread across different sites rather than focused primarily on one. Also, Facebook and Butter are tied as being the primary site Butter users visit most often.
Q4. Which of the following have you used in the last month?; Q5. Which of the following do you use most often?
Survey Base: Total Respondents n=526

Who is setting trends?

Almost a quarter of Butter users perceive Butter as the leading trendsetter, which suggests that Butter users think highly of this social network. Not surprisingly, primary Butter users are more likely to consider Butter as being a trendsetter than primary Facebook users (58% vs. 25%).

Additionally, women 18+ years old and/or members who consider it important to meet new people are more likely to perceive Butter as a trendsetter than younger women and/or members who do not consider it important to meet new people.

Q8. In your opinion, which of the following is excelling in setting new trends in social media usage?
Survey Base: Total Respondents n=526
= Significantly higher percentage at 95% confidence level
Almost half of Butter users say their Facebook usage has declined over the past year, between April 2013 and April 2014, while less than a quarter say that it has increased.

The top two reasons for a decrease in Facebook usage are finding other social media networks that they like better and perceiving Facebook as boring. In contrast, users joined Butter because of a desire for a new social network and for entertainment.

**Q9. Over the past year, has your Facebook usage increased, decreased, or stayed the same?**
**Q10. You indicated that your use of Facebook has decreased. Why is that? Please select all that apply.**

**Survey Base: Respondents Using Facebook n=392; Respondents Whose Facebook Usage Has Decreased n=182**

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ZQ Panelists’ Facebook Usage

The percent of ZQ panelists using Facebook has steadily declined since January 2013, falling from 90% to 86% over the course of a year.

The first quarter of 2014 has not reached the peak levels seen in the first quarter of 2013. This data supports the responses of Butter users who say their Facebook usage has decreased.

Survey Base: ZQ Panelists who have visited Facebook on PC Only n=varied by month

- Q1 2013 values significantly higher than Q1 2014 values

The average visit time per day on Facebook dropped from 28 minutes to 23 minutes from January 2013 to January 2014, and from 27 minutes to 22 minutes between February 2013 and February 2014. This indicates an overall drop in the time spent on Facebook as the first quarter of 2014 has not reached the same peak numbers seen in the first quarter of 2013. This parallels the trend seen on the previous slide.
The average number of visits to Facebook decreased from 30-33 visits in January and February 2013 to 28-30 visits in January and February 2014.

The peak in the first quarter of 2014 is still not up to the same levels it was in the first quarter of 2013.

The percent of ZQ panel members who visit Facebook more than 5 times a month has dropped significantly over the tracked year from 65% in January 2013 to 59% in January 2014.
The average number of days visited to Facebook, however, has stayed consistent throughout the year at around 11 days per month.

Why Use Butter?

More than half of Butter users use Butter because they are interested in trying new social networks and almost half use Butter out of boredom. This indicates a desire for novelty and innovation in social media.

Almost half also use Butter to make new friends outside of their regular social circles, which parallels the primary reason for using social media and the high importance placed on the ability to make new friends.

Butter users are not concerned with staying connected with friends in their social circles (8%) or sharing their opinions with friends in their social circles (8%).
Q11. What are the reasons why you use GMR (GetMeRated)? Please select all that apply.
Survey Base: Total Respondents n=526

Survey Respondent Profiles

Ethnicity

- Caucasian: 54%
- Spanish/Hispanic/Latino: 13%
- Mixed Ethnicities: 9%
- African American: 5%
- Native American/Alaskan: 2%
- Other: 8%
- Decline to answer: 7%

Gender

- Male: 38%
- Female: 62%

Age

- 18-24: 35%
- 15-17: 43%
- 25-29: 5%
- <=14: 11%
- 30+: 6%