



## **Our Audience:** Demographic & Psychographic Information

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## Our Audience

Millions of people frequent our tagged social media pages, which include the blogs, videos, photos, podcasts, and more that share a common tag (i.e. categorical) term— all in one place. Here's a little about the folks we serve\*:

### Who are they?

- > Over half are between the ages 18 and 34
- > Over half make above \$30,000 a year

### How do they use the Web?

- > 89% have a high-speed connection at home
- > 74% say in a given day they're online "many times" or "constantly"
- > 49% publish a blog or online journal
- > 53% upload photos
- > 67% who publish or upload tag their media
- > 65% say their favorite news source is online

"49% publish a blog"

### Do they still watch television?

- > 47% have premium digital cable
- > 55% subscribe to a premium TV-channel package
- > 23% use a DVR/TiVo-type digital TV-recording device

### Do they like technology?

- > 57% purchase music online
- > 60% take photos with their phones
- > 36% surf the Web with their phones
- > 35% listen to music with their phones

"57% purchase music online"

"50% purchase organic food"

### What do their households buy?

- > Organic food (50%)
- > A gym membership (40%)
- > A frequent-flyer account (43%)
- > A videogame console (56%)
- > An MP3 player (78%)

"67% tag their media"

"36% surf the Web on their phones"

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"53% upload photos"