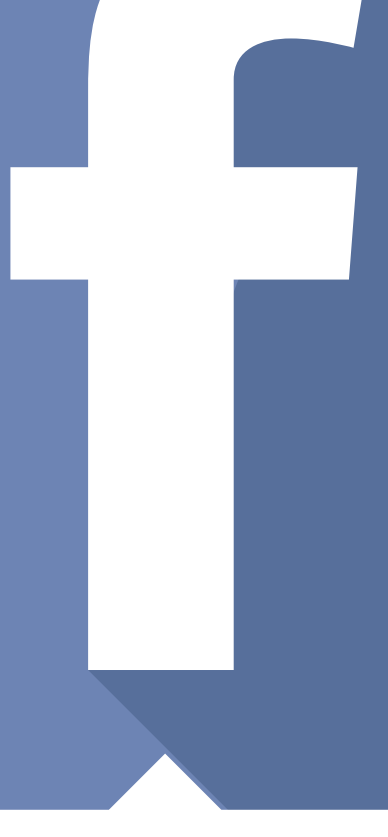


BUSINESS DECISION MAKERS AND SOCIAL MEDIA

FACEBOOK

81% VISIT FACEBOOK AT LEAST MONTHLY



102%
DO SO PRIMARILY FOR BUSINESS PURPOSES

37%
DO SO PRIMARILY FOR BUSINESS PURPOSES AND PERSONAL PURPOSES

42%
DO SO PRIMARILY FOR PERSONAL PURPOSES

What's on your mind?

57%
HAVE LIKED A BRAND OR VENDOR

51%
HAVE CLICKED ON AN AD OR SPONSORED POST

51%
HAVE POSTED ON A PAGE OWNED BY A BRAND OR VENDOR

TWITTER



62% visit Twitter at least monthly

6% do so primarily for business

36% do so for business and personal purposes

20% do so primarily for personal reasons

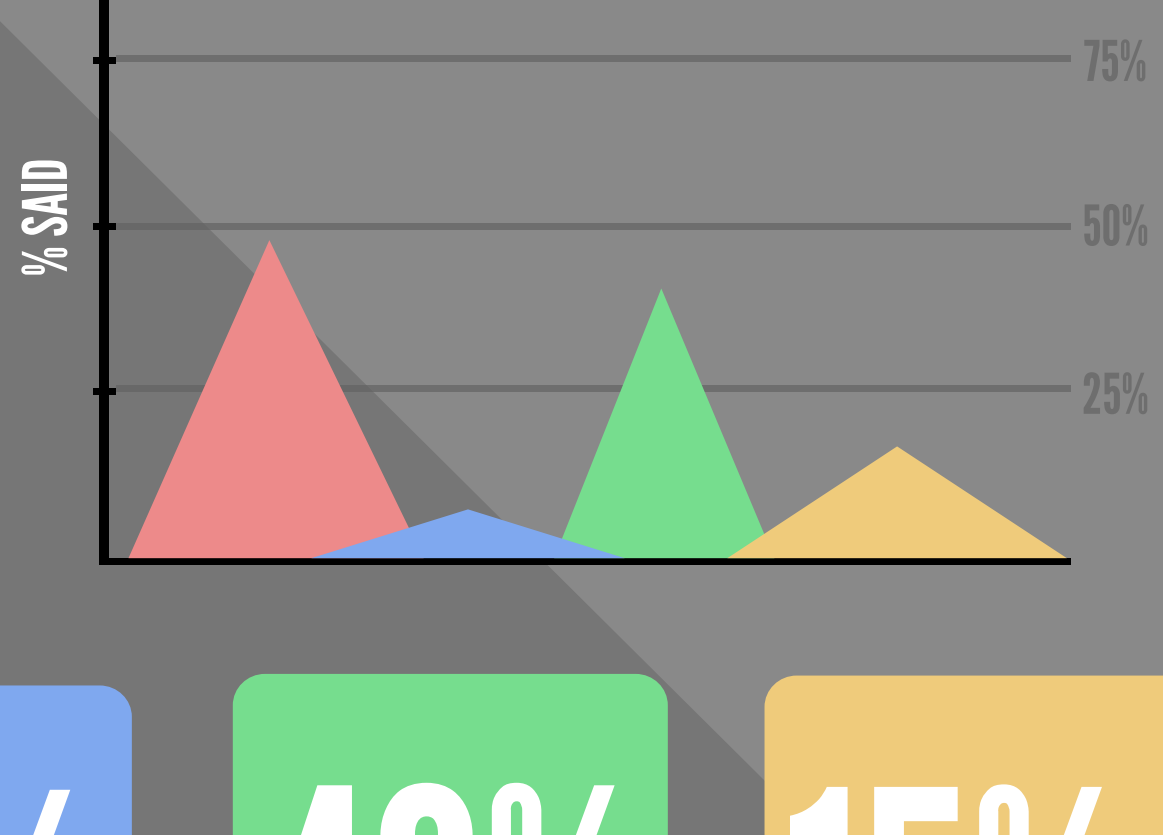
86% of users have read others' tweets

58% have retweeted something they've read

55% have posted a tweet

54% have responded to a tweet

g+



49%
VISIT GOOGLE+ AT LEAST MONTHLY

10%
DO SO PRIMARILY FOR BUSINESS PURPOSES

40%
DO SO FOR BUSINESS AND PERSONAL PURPOSES

15%
DO SO PRIMARILY FOR PERSONAL PURPOSES

Pinterest

32% use Pinterest at least monthly



2% do so primarily for business reasons.

16% do so for business and personal purposes

14% do so primarily for personal purposes

LinkedIn

81% VISIT LINKEDIN AT LEAST MONTHLY



40% HAVE PARTICIPATED IN LINKEDIN GROUPS AFFILIATED WITH A BRAND OR VENDOR IN THE PAST MONTH

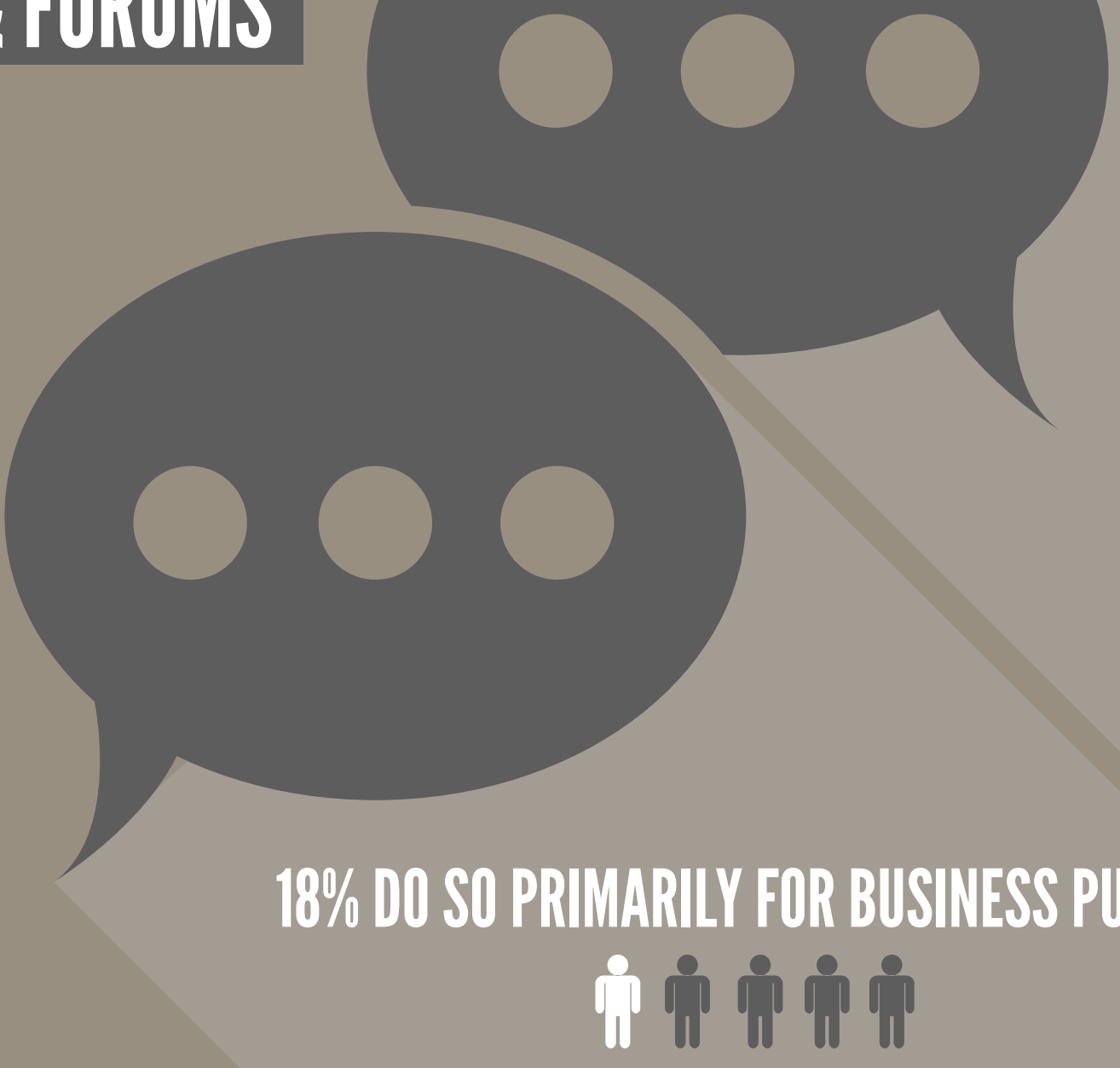
88% HAVE CONNECTED WITH PEERS OR COLLEAGUES IN THE PAST MONTH

26% DO SO PRIMARILY FOR BUSINESS PURPOSES

48% DO SO FOR BUSINESS AND PERSONAL PURPOSES

7% DO SO PRIMARILY FOR PERSONAL PURPOSES

COMMUNITIES & FORUMS



85%

VISIT BRAND-AGNOSTIC COMMUNITIES OR FORUMS AT LEAST MONTHLY

18% DO SO PRIMARILY FOR BUSINESS PURPOSES

63% DO SO FOR BUSINESS AND PERSONAL PURPOSES

4% DO SO PRIMARILY FOR PERSONAL PURPOSES

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Sources:

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