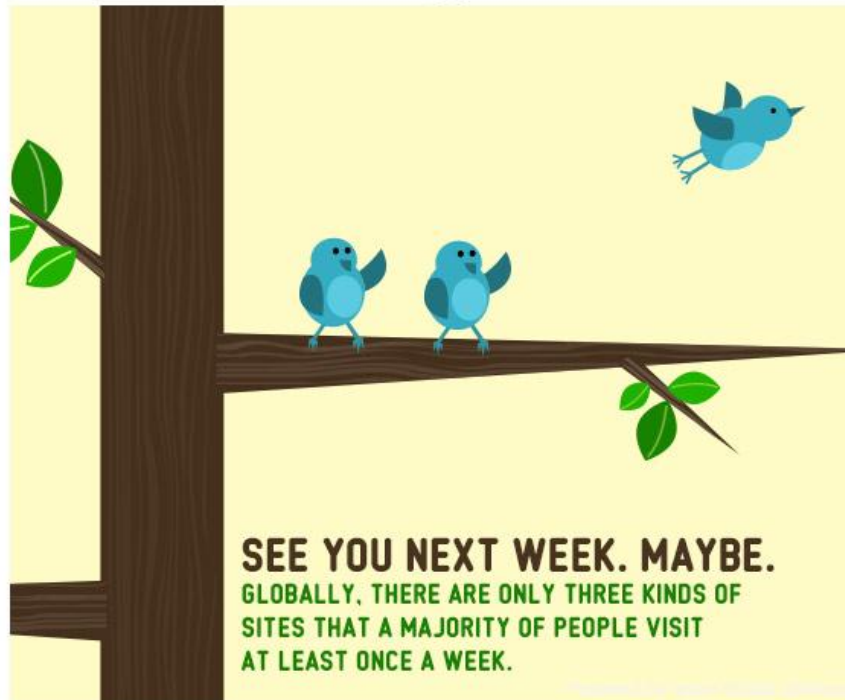


# Ipsos OTX socialogue™



Of the dozens of categories of sites available online, there are only three kinds of sites that more than 50% of us worldwide claim to visit at least once a week . . . and none is a surprise. Search engines (such as Google) bring 74% of us back one or more times a week. Social networking sites (such as Facebook) see 64% at a weekly-or-more-often frequency. And 55% of us use portal sites for checking email at least once a week. What kinds of sites do the fewest claim to return to at least once a week? One in ten (9%) return at least weekly to entertainment sites like TMZ and online review sites like Yelp. Only 8% go to each of photo-sharing sites like Flickr, curating sites like Tumblr and Pinterest and fashion blog sites. Alas, the sites created to bring people together – dating sites (such as Match.com) – only draw 5% at a weekly frequency. Nevertheless, the site categories that attract lower percentages of people at a high frequency may still be the most important to marketers looking to reach a specific demographic.

#### About Ipsos OTX:

Ipsos OTX (Ipsos Open Thinking Exchange) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at [ipsosopenthinkingexchange@ipsos.com](mailto:ipsosopenthinkingexchange@ipsos.com).

#### About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.