

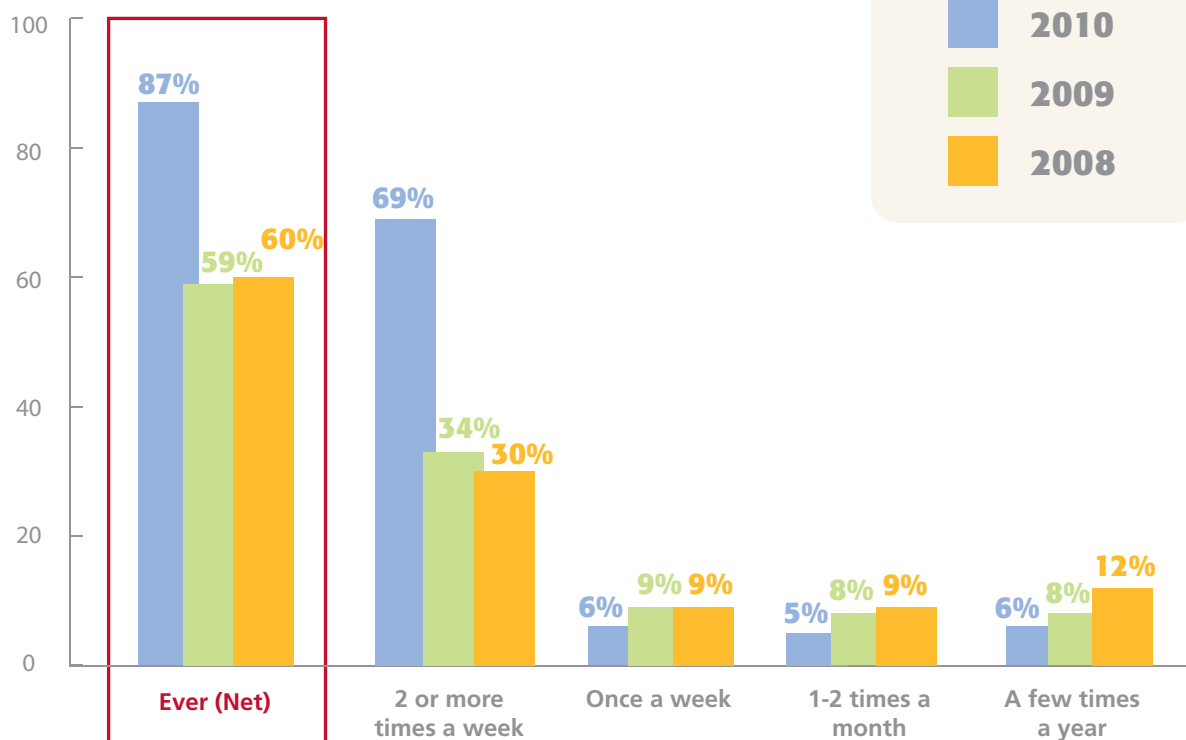
About the survey:

The 2010 Cone Consumer New Media Study presents the findings of an online survey conducted among a sample of 1,050 adults comprising 505 men and 545 women 18 years of age and older. The margin of error associated with a sample of this size is $\pm 3\%$.

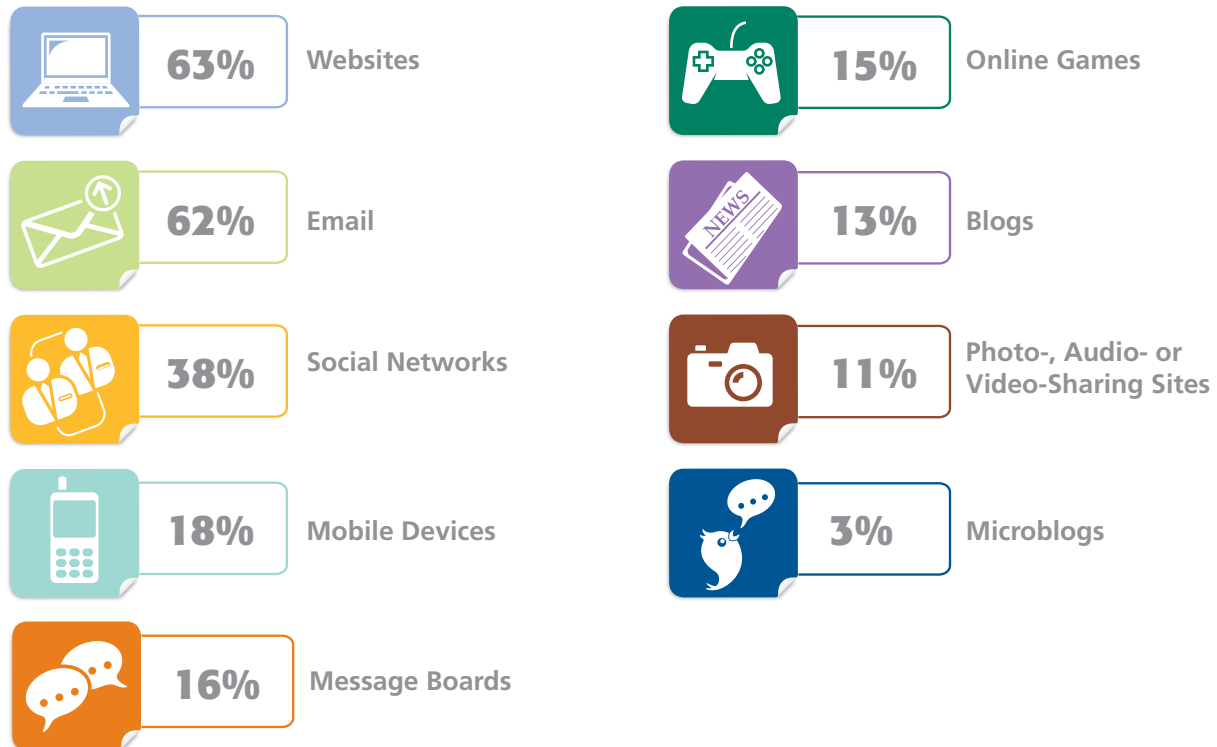
NEW MEDIA

Dialogue among individuals or groups by way of technology-facilitated channels, such as social networks (e.g., Facebook); blogs; microblogs (e.g., Twitter); online games; mobile devices; photo-, audio- and video-sharing sites (e.g., YouTube, iTunes, Flickr); message boards; etc.

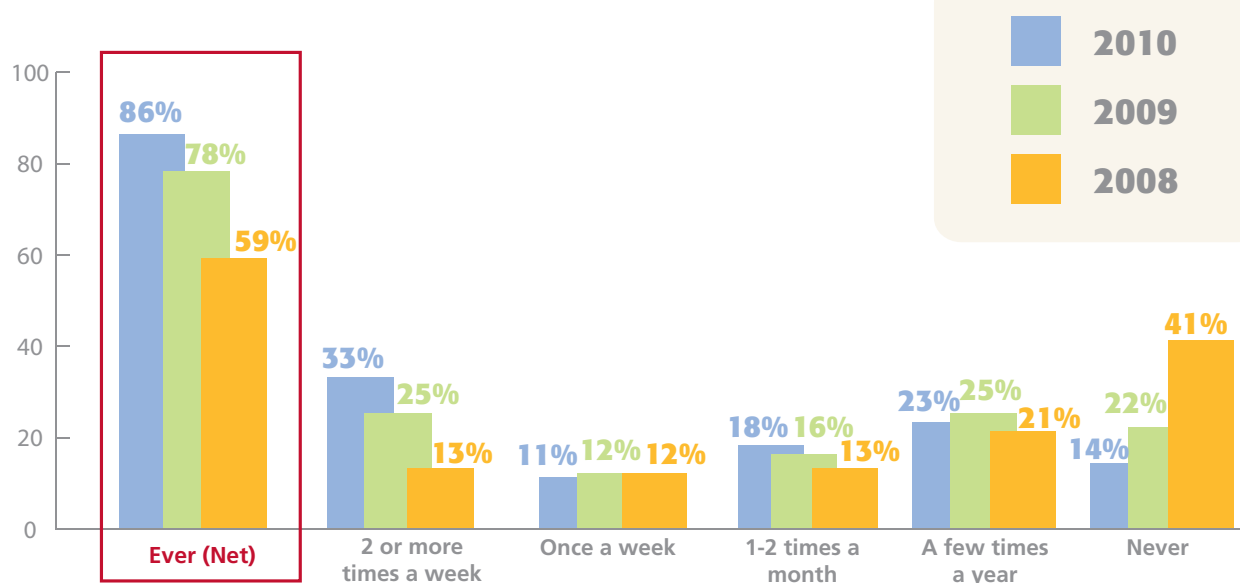
Americans are increasingly using new media technology:



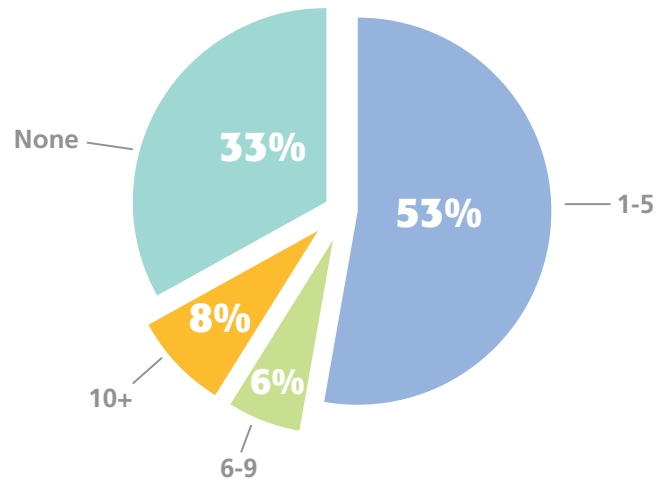
Traditional online tools and social networks lead the way, but Americans use a mix of new media sites and tools to interact with companies or brands:



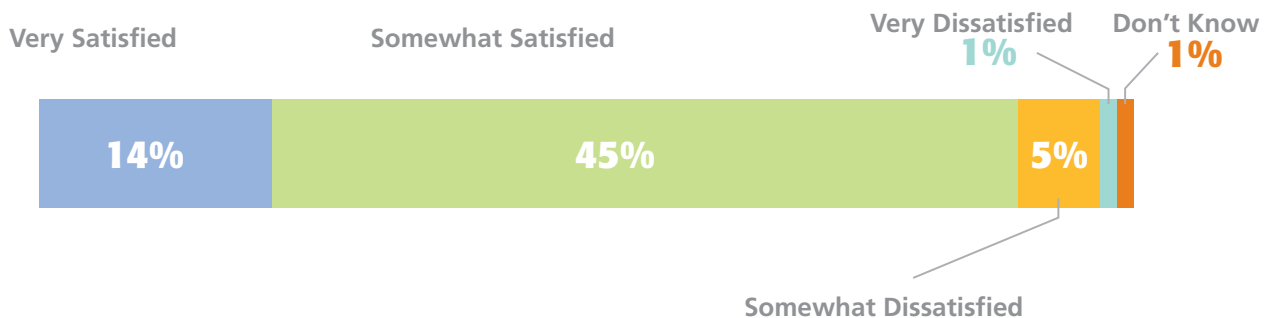
New media users almost universally choose to interact with companies or brands online:



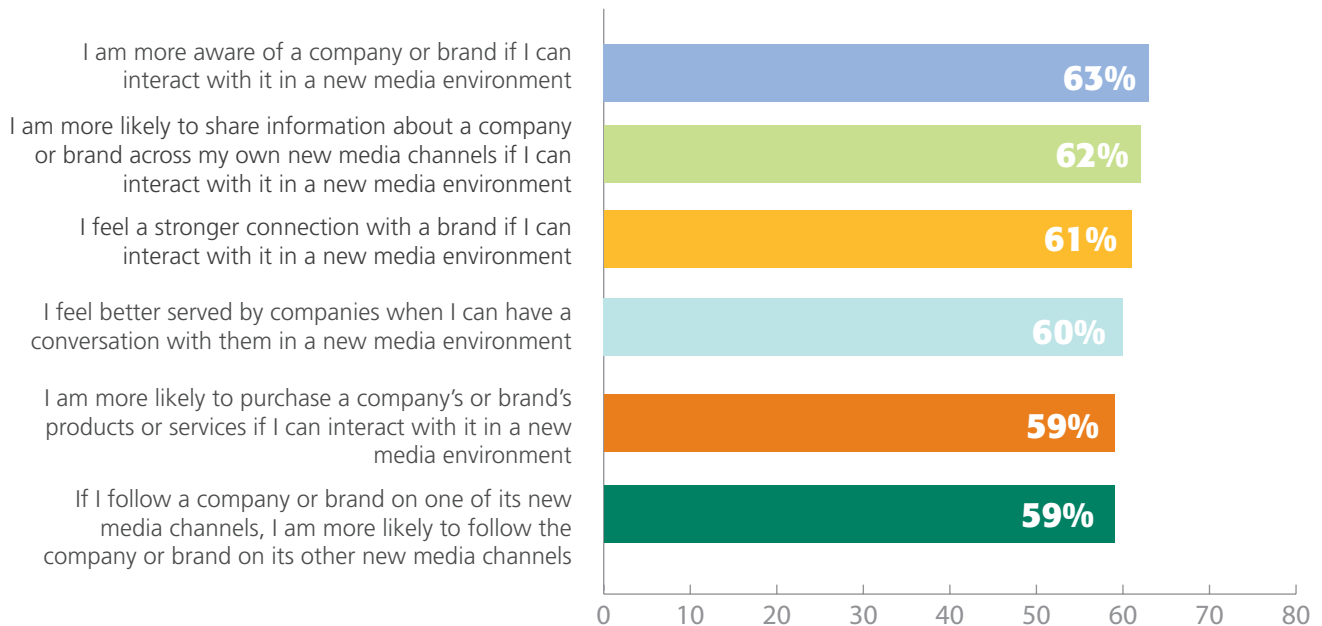
New media users follow an average of FIVE companies or brands online (e.g., they "like" on Facebook, "follow" on Twitter, subscribe to an RSS feed):



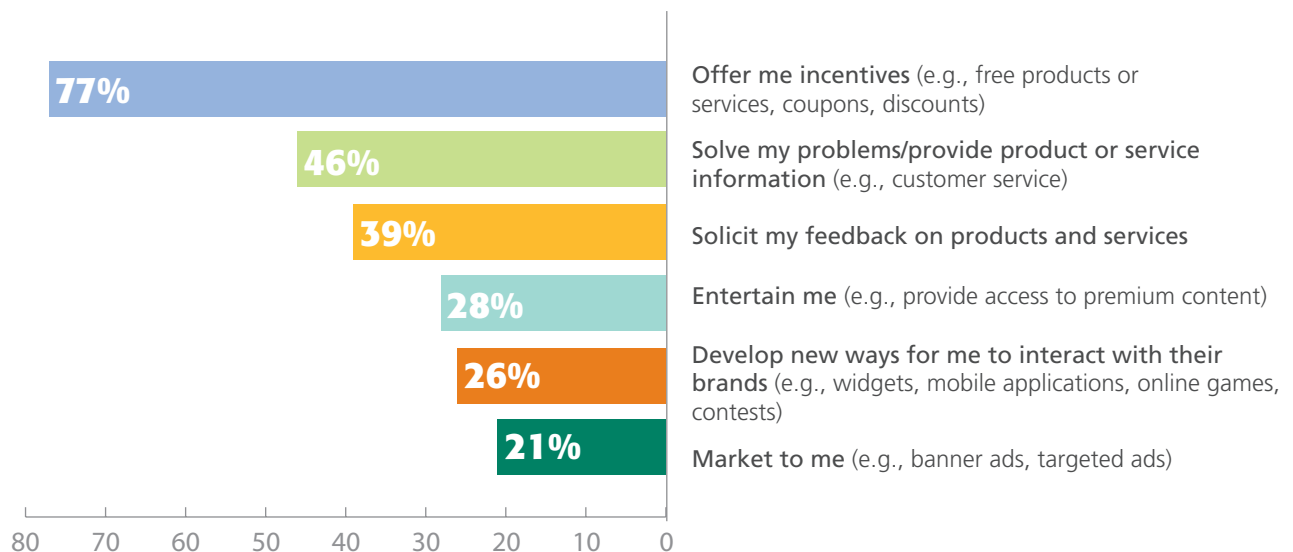
The majority of American new media users are satisfied with their experiences with companies or brands online:



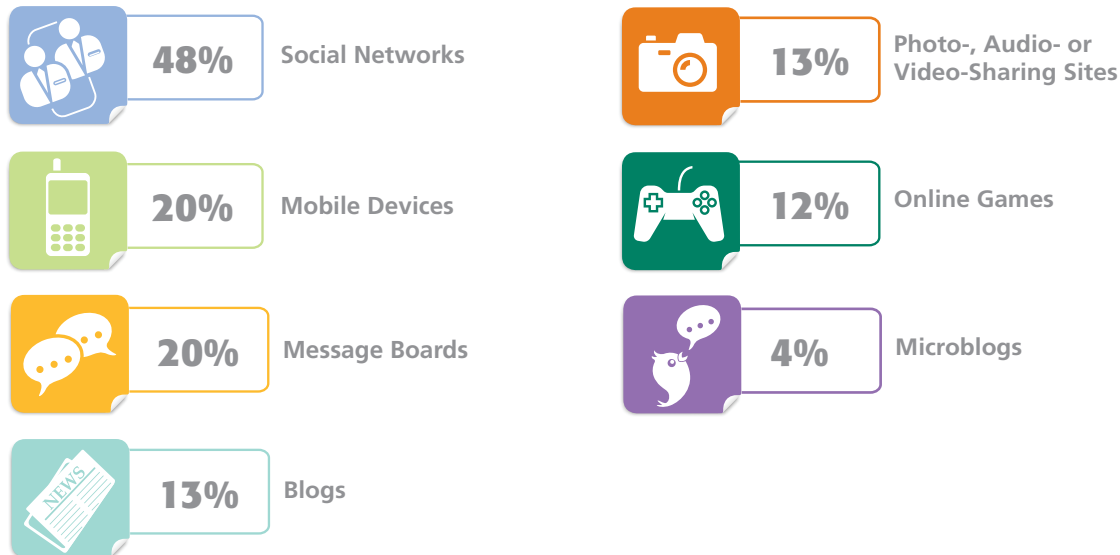
Companies and brands can benefit from engaging with new media users:



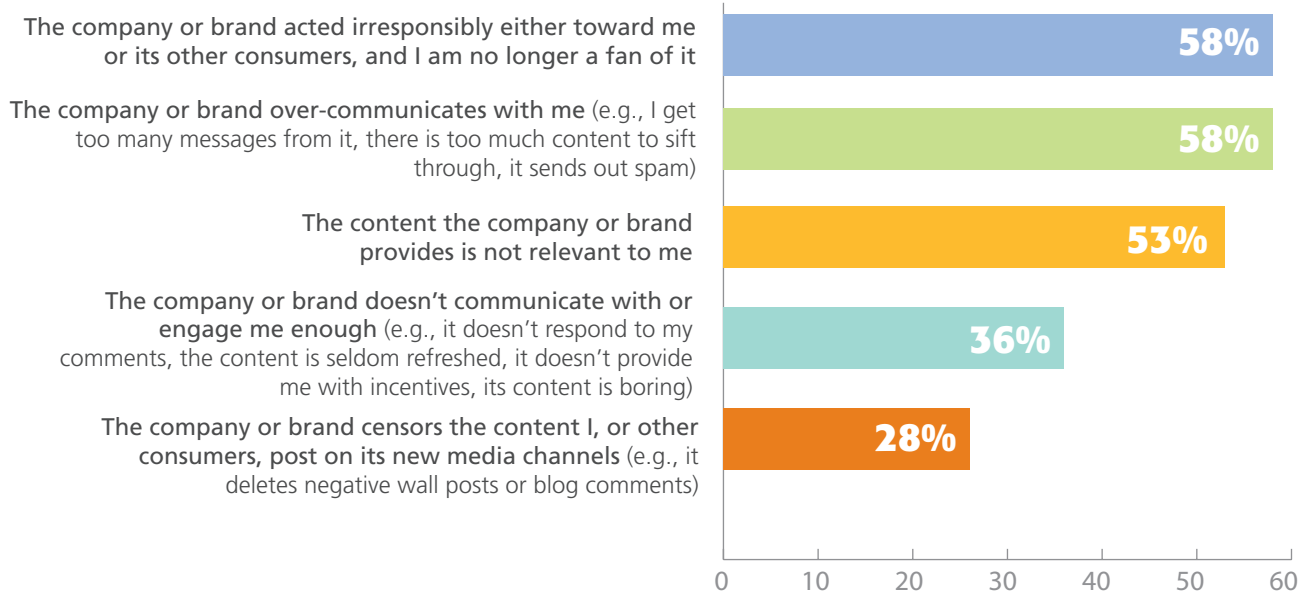
When deciding whether to engage with companies or brands via new media, users look for the following types of company/brand interactions:



When seeking out incentives, users largely turn to companies' and brands' social networks:



New media users won't hesitate to stop following companies via new media if they aren't satisfied with their experiences. Reasons include:



About Cone:

Cone LLC (www.coneinc.com) is a strategy and communications agency engaged in building brand trust. Cone creates stakeholder loyalty and long-term relationships through the development and execution of Cause Branding, Brand Marketing, Corporate Responsibility, Nonprofit Marketing and Crisis Prevention and Management initiatives. Cone is a part of the Omnicom Group (NYSE: OMC) (www.omnicomgroup.com).