

# Relationship State of the Nation

Interpersonal relationships in the United States and the effects of technology, photography and economic climate

Ketchum Global Research Network  
In Consultation with Psychologist Judy Weiser  
June 18, 2009

Commissioned by **Kodak**

**PROPRIETARY INFORMATION**

**Relationship State of the Nation**  
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**BACKGROUND**

The Relationships Study was commissioned by Kodak, the world's foremost imaging innovator, to better understand the nature of relationships in the United States today and the impact that images (pictures and videos) can have on making Americans feel more connected to friends and family and less lonely. Specifically, the study sought to explore the nature of relationships relative to five years ago, including the impact of newer forms of communication, the barriers to maintaining relationships, and the role, if any, images play in strengthening our relationships.

Kodak's overall mission in commissioning the Relationships Study was to collect proprietary statistics to inform overall marketing strategy, support a Public Relations campaign, and provide content for viral videos.

**STUDY METHODOLOGY**

The Relationships Study was managed by the Ketchum Global Research Network—the largest research group in public relations with a staff comprised of individuals with both research and marketing communications backgrounds. Judy Weiser, founder and director of the PhotoTherapy Centre in Vancouver, Canada, and former Editor of the Journal *Phototherapy*, provided consultation throughout the survey development process.

The study was fielded among 1,265 individuals aged 18 to 64 with over-samples in five local designated market areas (DMAs) to yield approximately 100 respondents per DMA: New York (103), Los Angeles (105), San Francisco (100), Chicago (100), and Washington, D.C.(100). Interviews were administered via telephone survey. In order to account for Americans who do not have a traditional land based phone line, 10% of the sample was drawn from cell phone numbers. Each interview lasted between 15 and 20 minutes.

Interviewing took place between May 5 and May 10, 2009 using the telephone field services of Braun Research, Inc., a privately held Marketing and Public Opinion Research firm and active member in a number of respected organizations, including AAPOR (The American Association for Public Opinion Research), CMOR (Council on Marketing and Opinion Research) and CASRO (Council on American Survey Research Organizations).

The data were weighted to ensure accurate representation by age, gender, ethnicity, income, and geographical location. The margin of sampling error is  $\pm 2.8$  percentage points at the 95% confidence level for total respondents (n=1,265) and  $\pm 9.8$  percentage points for each local designated market area (n=100). Data was also reported by age group. The margin of error for each group is as follows: 18-24  $\pm 9.8\%$  (n=102), 25-34  $\pm 7.0\%$  (n=194), 35-44  $\pm 6.2\%$  (n=251), 45-54  $\pm 5.2\%$  (n=362), 55-64  $\pm 5.2\%$  (n=356) The margin of error at the total US level is small making the data highly reliable.

## **SUMMARY OF FINDINGS**

### ***Relationships with friends and family are more important than ever.***

- Americans value their relationships -- particularly in today's economic climate.
- The unemployed, in particular, wish they had more friends they could turn to for support.

### ***Although it's easier to connect now than it was five years ago, our relationships are suffering, leaving us lonely and disconnected.***

- Americans feel "it is easier to connect with friends and family relative to five years ago" (78%), which is largely a result of our increased use of email, text and social networks to keep in contact.
- However, most Americans also feel "we have fewer meaningful relationships than five years ago" (60%).
  - Conversations made via technology (email, IM, text, social networks) are less meaningful than those made in person or over-the-phone.
- Our friend network is growing wider, but not deeper.
  - Americans have significantly more 'Casual Friends' with whom they share small talk, but far fewer Committed Confidants that they trust and know will be there for them.
- 67% Americans say "there is more loneliness in today's society that there used to be" and 40% admit that they sometimes feel lonely.

### ***Americans continue to want more contact with friends and family.***

- Most Americans wish they could keep in better contact with friends and family.
- Day to day life prevents Americans from connecting with one another. The top barriers to keeping in contact with friends and family members are:
  - Not enough hours in the day (60%)
  - Live too far away (54%)
  - Too focused on work (52%)

### ***Photos have the power to improve our relationships.***

- Almost all Americans agree sharing photos bring people closer to friends and family members (93%).
  - Most notably, photos bring Americans closer by reminding them of past moments they shared with loved ones, giving them something to talk about, and telling them how friend and family are doing.
- Most Americans admit photos have motivated them to contact friends and family (78%)
- In the absence of physical connection, photos of loved ones provide Americans with emotional support by bringing them comfort when having a bad day, improving their mood or just by making them smile or laugh.
- Those who share photos more frequently are less lonely.

### ***Photo Sharing adds meaning to technology based communications.***

- 95% of Americans share photos, but the frequency of photo sharing varies: 45% share, but less than once per month and 50% share once per month or more.
- Those who share photos more often are more likely to feel conversations that take place via technology are always or almost always meaningful.
- Those who share photos more frequently are also more likely to have a greater number of Committed Confidants.

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***Key Differences by Market***

- New Yorkers, in particular, are too busy working to keep in contact and maintain meaningful relationships.
- San Franciscans are more content with the quantity and quality of their relationships than the average American.
- Chicagoans are particularly lonely and lacking a network of close and meaningful friendships.
- Washingtonians are increasingly relying on the web to maintain quality relationships.
- Los Angeleans have a stronger desire to keep in better contact with their friends and family members and are using virtual photo sharing to do so.

***Key Differences by Age***

- Younger Americans are more likely to use technology to keep in contact with friends and are more likely to say “keeping in touch with friends and family is easier now than five years ago”.
- They connect with friends more frequently but do not have more meaningful relationships.
  - Americans 18-24 report a larger increase in Casual Friends relative to five years ago than those 25+, however younger Americans have just as many Committed Confidants today as others.
- Americans 18-24 are also more likely to share photos than older groups.

***Key Differences by Gender***

- Though men and women equally value relationships, men have more difficulty keeping in touch.
- Men also have more regret about losing touch with friends and family than women.
- Men and women’s reasons for not being able to connect vary:
  - Men most frequently cite “too focused on work” or “live to far away”.
  - Women most frequently cite just not having enough hours in the day.

## **DETAILED FINDINGS**

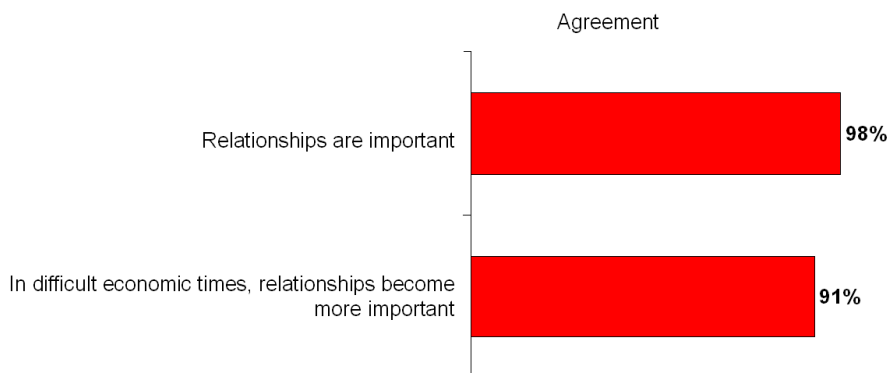
### **IMPORTANCE OF RELATIONSHIPS**

*Relationships with friends and family are more important than ever.*

**Americans value their relationships -- particularly in today's economic climate.**

- Universally (98%), Americans feel relationships are important and 9 in 10 agree in difficult economic times, relationships become even more important.
- Unemployed Americans are more likely than those that are employed to wish they had more friends they could turn to when they need support (53% vs. 37%).

#### The Importance of Relationships



*Q1. I'm going to read a few statements; please indicate if you disagree or agree with each*

**OUR PROBLEM**

*While technology has made it easier to keep in touch, the quality of our relationships with friends and family is declining.*

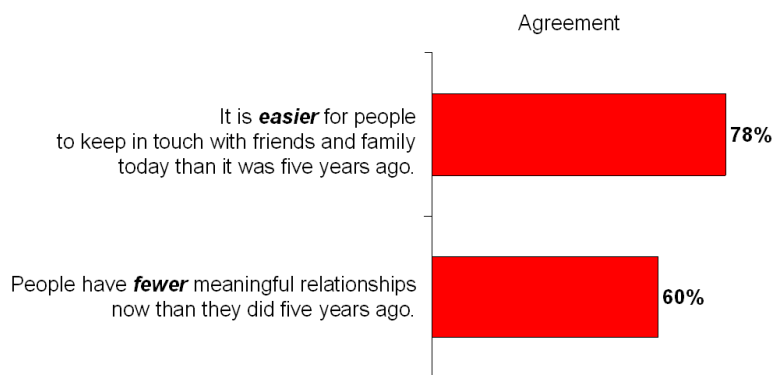
**Technology has bridged the communication gap—and made it easier to connect people.**

- 8 in 10 people say that it's easier to keep in touch with friends and family now relative to five years ago.
- In the same time-frame, the use of technology to communicate with friends and family has increased.
  - 39% are using email more often
  - 39% are using text messaging more often
  - 29% are using social networking sites more often

**However, the relationships sustained via technology are not necessarily more meaningful.**

- 6 in 10 people have fewer meaningful relationships now than they did five years ago.
- Only 29% feel conversations made via technology always or almost always make them feel closer to the other person compared to 54% of conversations made in person or over-the-phone.
  - Frequency of photo sharing does not have the same degree of impact on conversation made in person/over the phone.
- More than 9 in 10 people have more meaningful conversations with their best friend in-person/over the phone as opposed to via technology.

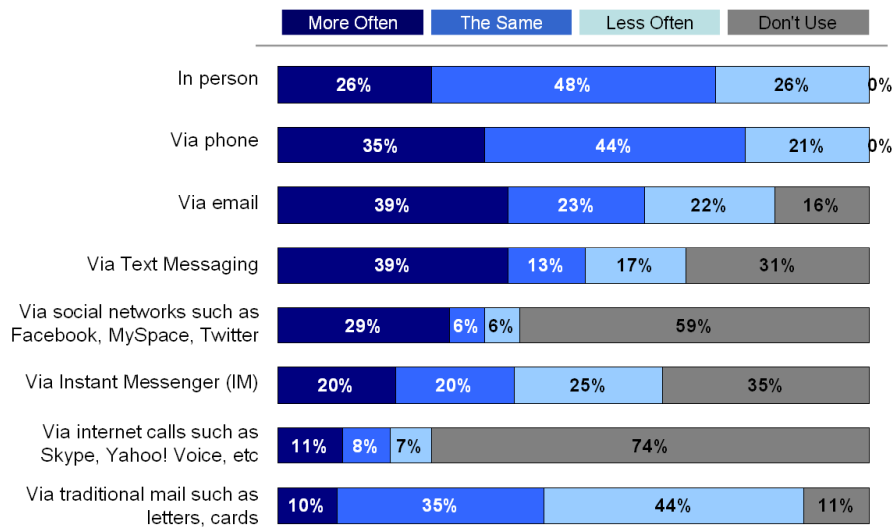
**Ease and Quality of Maintaining Relationships**



*Q1. I'm going to read a few statements; please indicate if you disagree or agree with each*

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**Frequency of Connecting with Friends and Family**

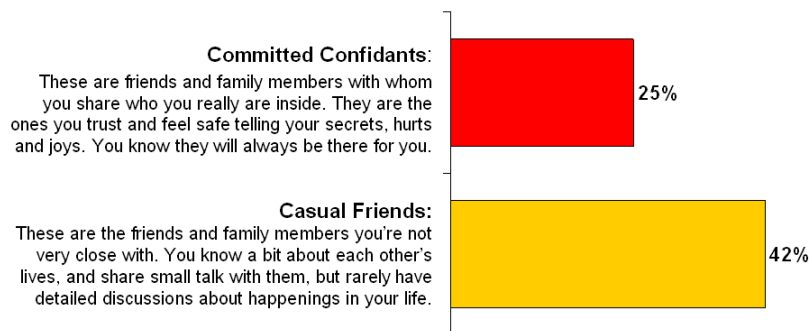


*Q9. Do you feel you are connecting with friends and family [FILL IN METHOD] more often, less often or about the same as 5 years ago?*

**Our friend network is growing wider, but not deeper.**

- For 42% of Americans, the percentage of ‘Casual Friends’, friends with whom they share small talk, has increased over the past five years. However, only 1 in 4 individuals say the same about their ‘Committed Confidants’ or closest friends.
- People have an increasing number of ‘friends,’ but these relationships tend to be superficial. While Facebook members have an average of 136 ‘friends,’ they only have 6 Committed Confidants (i.e. friends with whom you share who you really are inside).<sup>1</sup>

**Increase in Friendship Types**



*Q3. How has the number of friends you have in each category changed relative to five years ago? Has the number of your [insert type] increased, decreased or stayed the same?*

<sup>1</sup> Note: We explored if there is any negative affect of having more Facebook friends, but found no relation to being lonelier or having fewer committed confidants.

*Despite relationships being more important than ever, day to day life prevents people from connecting with one another.*

**Americans struggle to stay connected with loved ones.**

- One-quarter say it is difficult for them to keep in contact with friends and family members. Seven in 10 also wish they could keep in better contact with friends and family members.
  - The top reasons preventing people from keeping in better touch include: not having enough hours in the day (60%), living too far away (54%) and being too focused on work (52%).

**Ability and Desire to Keep in Touch with Friends and Family Members**



Q1. I'm going to read a few statements; please indicate if you disagree or agree with each

**Barriers to Keeping in Contact with  
Friends and Family Members**



*Q2. What prevents you from keeping in better contact with friends and family members? Please indicate yes or no for each of the following.*

*Americans are lonely and disconnected; our need for richer, deeper relationships with friends and family is greater than ever.*

**Loneliness is plaguing America.**

- 4 out of 10 Americans admit they sometimes feel lonely and wish they had more friends to rely on for support.
- An even greater percentage (67%) say there is more loneliness in today's society than there used to be.
- Unemployed Americans are more lonely (53%) than those who are employed part or full time (39%) – underscoring the strain the current economic condition has placed on Americans' relationships.



*Q1. I'm going to read a few statements; please indicate if you disagree or agree with each*

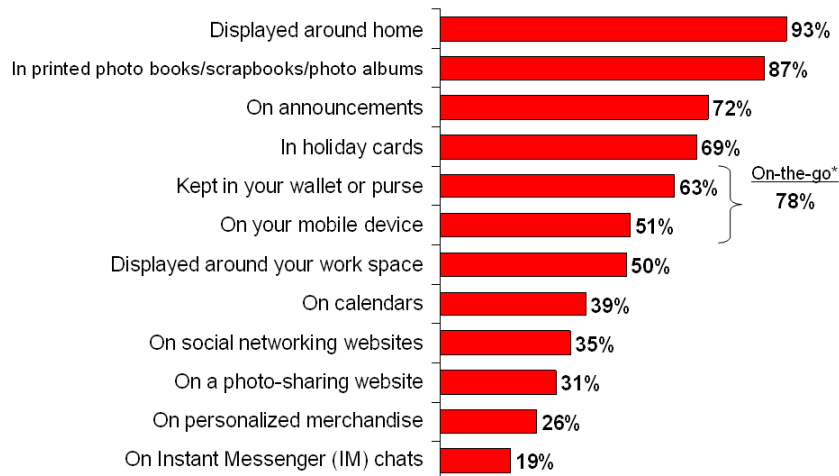
**THE POWER OF IMAGES**

*Photos are truly cherished possessions*

**Americans enjoy being surrounded by their photos.**

- Photos are the one thing one-quarter of Americans would grab if their house was on fire.
  - Women (30%) are much more likely to say this than men (20%).
- 87% of Americans enjoy looking at photos compiled in a scrapbook or photo album.
- Most Americans (78%) like to carry photos with them at all times either in their wallet (63%) or saved on their mobile device (51%).

**Where We Enjoy Photos**



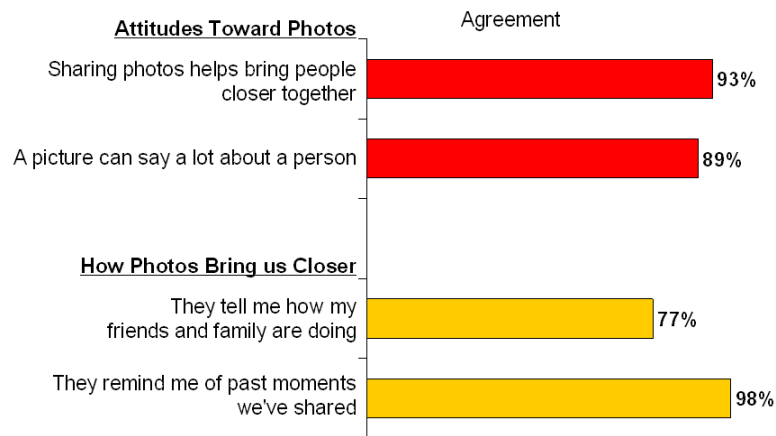
Q11. Where do you enjoy looking at pictures of your friends/family members? Please indicate yes or no for each.  
 \*Net: Either Kept in wallet or purse OR On mobile device

*Photos rekindle relationships*

**Pictures help us feel more connected to friends and family members.**

- Americans feel that sharing photos helps bring people closer together (93%).
- They agree that a picture can say a lot about a person (89%) and have the power to tell them how their friends and family are doing (77%).
- Not surprisingly, 98% believe photos make them feel closer to friends and family by serving as reminders of past moments shared with one another.

**Connectivity of Photos**

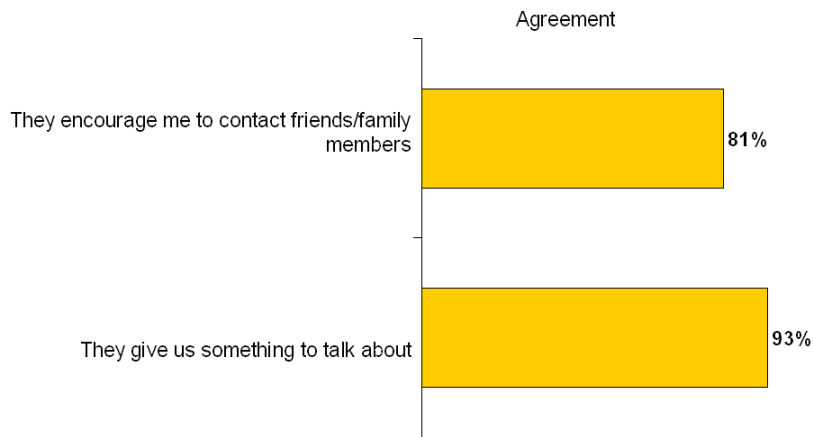


Q12. I'm going to read a few statements; please indicate if you disagree or agree with each.  
Q13. How do you think photos/videos help bring you closer to friends and family members? Please indicate yes or no for each of the following.

**Photos motivate Americans to stay connected with friends and family.**

- For most Americans, seeing a photo of friends or family members has motivated them to contact those in the photo (79%) and most admit that by doing so, they become closer to friends and family members (81%).
- Photos give them something to talk about with friends and family members (93%).

### Motivational Power of Photos



Q13. How do you think photos/videos help bring you closer to friends and family members? Please indicate yes or no for each of the following.

**In the absence of physical connection, photos of loved ones provide Americans with emotional support.**

- When having a bad day 87% of people agree looking at a photo of a loved one brings them comfort.
- Nine in 10 claim photos make them smile, laugh, and improve their mood.

### Emotional Support Provided by Photos



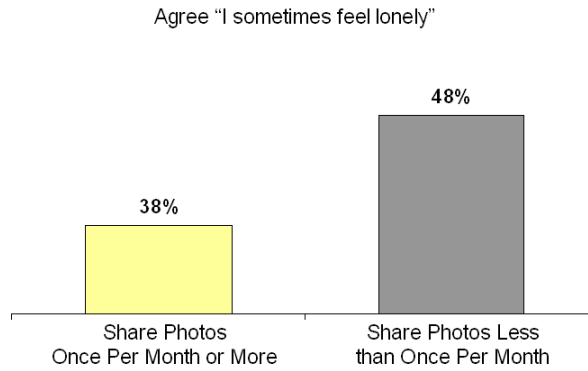
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**Photos make us feel less lonely.**

- Those who share photos once per month or more are significantly less likely to be lonely (38%) than those who do not share photos as frequently (48%).

**Loneliness by Photo Sharing**



*Q1. I'm going to read a few statements; please indicate if you disagree or agree with each*  
*Q14. How frequently do you share photos or videos with friends and family members? Please consider printed photos, digital photos, and links to online photo albums.*

*Pictures add meaning to technology based communications.*

**Sharing photos adds meaning to our interactions with friends and family.**

- A mere 5% of Americans never share photos.
  - 45% share photos less than once per month, 19% share once per month and 31% share more than once per month.
- Individuals who share photos more frequently have more meaningful relationships with friends and family members.
  - Those who share photos once a month or more tend to have 39% more Committed Confidants than those who do not share photos.

**Number of Committed Confidant  
by Frequency of Photo Sharing**



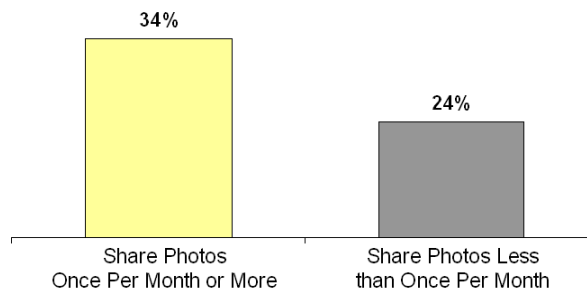
Q4. Today, how many of your friends and family members would you say were 'committed confidants'?  
Q14. How frequently do you share photos or videos with friends and family members? Please consider printed photos, digital photos, and links to online photo albums.

**Using pictures, technology can make it easier to cultivate meaningful relationships.**

- The majority of Americans (82%) use digital cameras or mobile devices to take photos.
- People who share photos once a month or more are significantly more likely to say that conversations that take place via technology are always or almost always meaningful (34%) compared to those who share photos less than once per month (24%).
  - Frequency of photo sharing does not have the same degree of impact on conversation made in person/over the phone.
- Almost half of Americans (47%) have emailed a recent photo of themselves and/or friends/ family to friends or family members or uploaded it to a photo sharing or social networking site.
- The immediacy offered by technology helps people stay in touch—1 in 4 share photos immediately or within a couple of hours and 7 in 10 share photos within a week of a taking a photo.
- Most users of social networking sites (74%) say that viewing/sharing photos is their favorite activity on these sites.

**Value of Conversations made via Technology  
by Photo Sharing**

"Make me feel closer to the other person" \*



Q6. Using a 1-5 scale where 1 is never and 5 is always, how often do your conversations that take place via technology (email, IM, text, social networking, etc) make you feel closer to the other person? \*Top 2 Box on a Five Point Scale

Q14. How frequently do you share photos or videos with friends and family members? Please consider printed photos, digital photos, and links to online photo albums.

*Printed photos are more meaningful, but less frequently shared.*

**Printed photos have a greater ability to bring us closer to friends and family than digital photos.**

- 7 in 10 people agree printed photos are more meaningful than digital photos only viewed online.

**However, the majority of our photos – even those we really like – live in digital form.**

- Most people typically use a digital camera (71%) or mobile device (11%) to take their photos.
- The majority of people (65%) say that when they first viewed a photo they really liked (either one taken by them or received from someone else) it was in digital form, but only less than half of those people printed the digital photo (41%).

*Photos’ ability to enhance our relationships may explain why we enjoy surrounding ourselves with those we really like.*

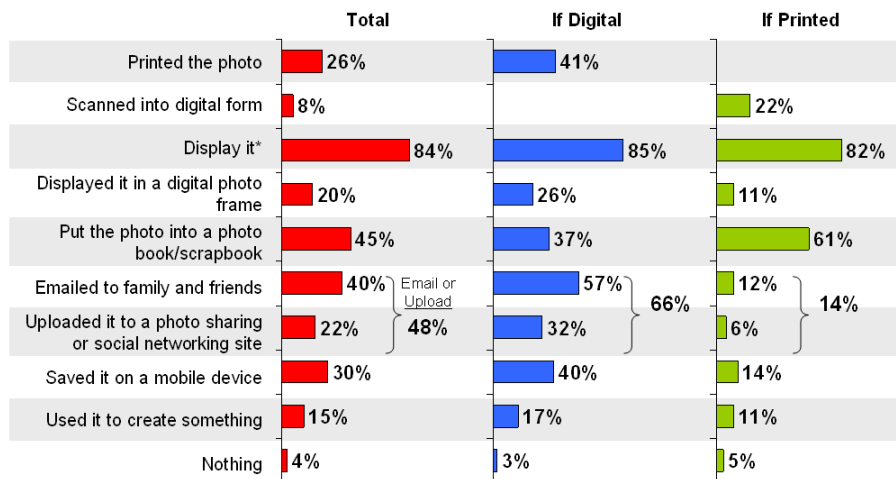
**We prefer viewing photos of ourselves with others.**

- Americans enjoy pictures with themselves and friends or family (57%) more than those of just friends or family (35%), just animals (5%) or without people or animals (4%).

**We put the photos on display for ourselves and share them with others.**

- The vast majority of people do something with photos that they like of friends or family members (96%).
- Almost half share their photos by emailing them to friends or family or uploading them to a photo sharing or social networking site.

What We Do with Photos We Like



Think of a recent photo that you really liked of friends, family and/or yourself. It can be one that you took yourself or one received from another person. Q19. When you first viewed the photo, was it in digital form or a printed hard copy form? Q20. What did you do with that photo? Please indicate yes or no for each. \* Net Displayed Printed Photo, Displayed it in a digital photo frame or Displayed digital photo in another place you can see

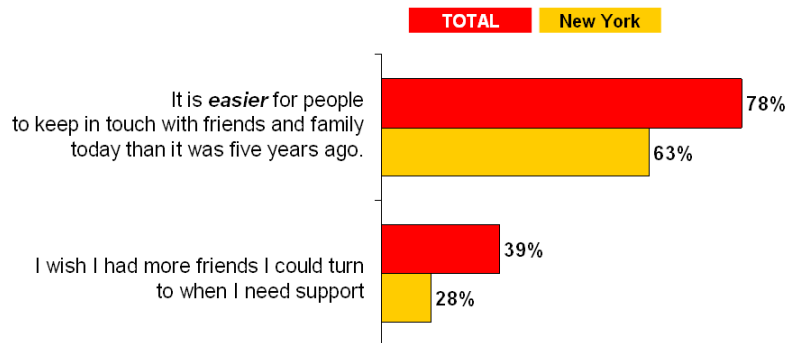
## ***Key Differences by Market***

### NEW YORK SUMMARY

***Despite relationships being more important than ever, New Yorkers, in particular, are too busy working to keep in touch and form meaningful relationships.***

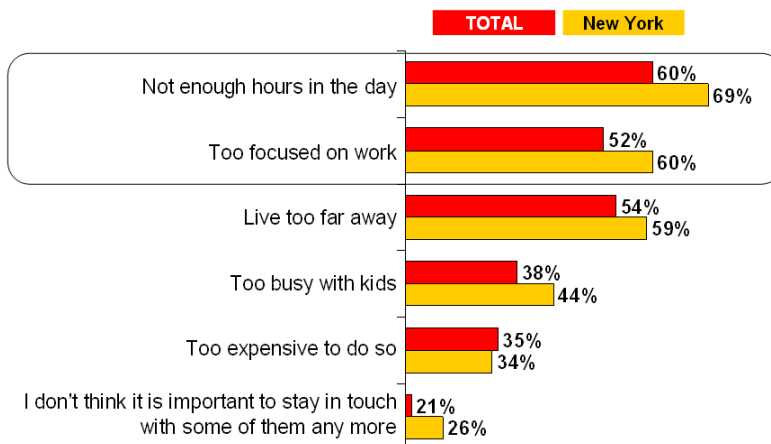
- While nearly all New Yorkers (98%) say that relationships are important, the majority (66%) wish they could keep in better contact with friends and family.
- They are more likely than the average American to claim that their busy work schedule prevents them from keeping in better touch with friends and family members.
  - Seven in ten New Yorkers (69%) say there are not enough hours in the day (compared to 60% nationally) and 60% say they are too focused on work (compared to 52% nationally).
- New Yorkers' preoccupation with work often makes it more difficult to keep in touch, despite the growing number of technologies that bridge time and distance.
  - New Yorkers, more than the country overall, are increasingly using newer technologies to keep in contact with friends and family members
    - 34% IM; 41% Social Networks; 15% Skype
  - While nearly eight in ten people (78%) nationwide think that it's easier to keep in touch now than it was 5 years ago, only 63% of New Yorkers agree.
- While New Yorkers are meeting people and forming acquaintanceships, they do not take the time to build more meaningful bonds.
  - Despite having 60 more Facebook "friends" than the average American (197 vs. 136), New Yorkers still wish they had more friends they could turn to for support (28% NY vs. 39% national).
- Even though they're focused on work and spend much of their time in the office, New Yorkers do not enjoy using their work space as a place to display their photos as much as others. Four in ten (39%) New Yorkers enjoy looking at photos at work, while nationally, half enjoy doing so.

### New York: Attitudes toward Relationships



Q1. I'm going to read a few statements; please indicate if you disagree or agree with each

New York: Barriers to Keeping in Contact with  
 Friends and Family Members



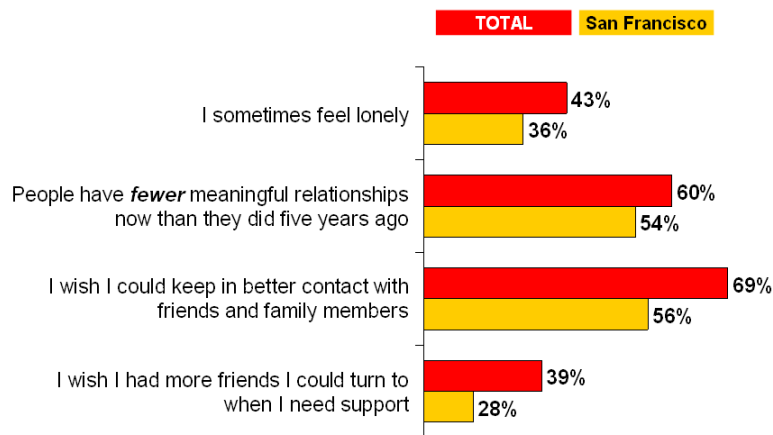
Q2. What prevents you from keeping in better contact with friends and family members? Please indicate yes or no for each of the following.

SAN FRANCISCO SUMMARY

***While technology is leaving many Americans feeling lonely and disconnected, San Franciscans are happy with the quantity and quality of their relationships and have a strong network of friends for support.***

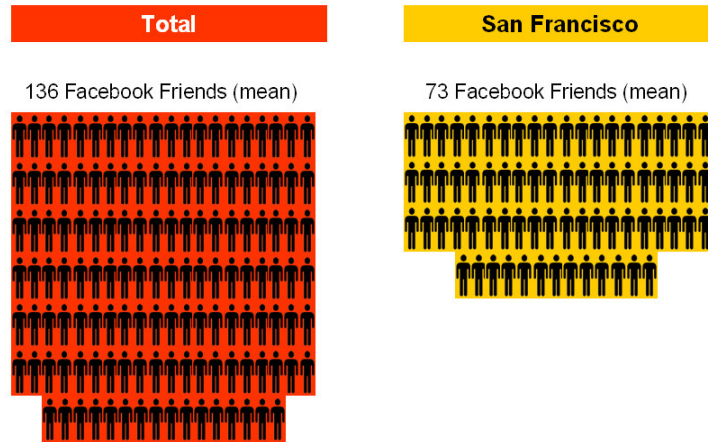
- While many Americans rely on technology as their primary means for maintaining their friendships, San Franciscans are more content with less online relationships.
  - The average American has 136 Facebook “friends,” while the average San Franciscan has about half as many (73). Accumulating online friends does not necessarily equate to happiness or meaningful relationships.
  - Despite fewer Facebook “friendships,” only one-third of San Franciscans feel lonely, as compared to more than four in ten (43%) Americans.
  
- The lack of social network based friendships doesn’t affect San Franciscans’ support network.
  - San Franciscans have just as many Committed Confidants – the closest type of friend – as the national average (6).
  - Sixty percent of Americans feel people have fewer meaningful relationships than they did 5 years ago, while only half of San Franciscans agree.
  
- San Franciscans do a good job of maintaining their relationships with friends and family members.
  - While nearly 70% of Americans wish they did a better job of keeping in touch, only 56% of San Franciscans feel the same way.
  - San Franciscans are content with the number of friends they can turn to for support.
    - While four in ten (39%) Americans wish they had more friends to turn to, only 28% of San Franciscans feel the need for additional support.

San Francisco: Attitudes Toward Relationships



Q1. I'm going to read a few statements; please indicate if you disagree or agree with each

San Francisco: Facebook Friendships



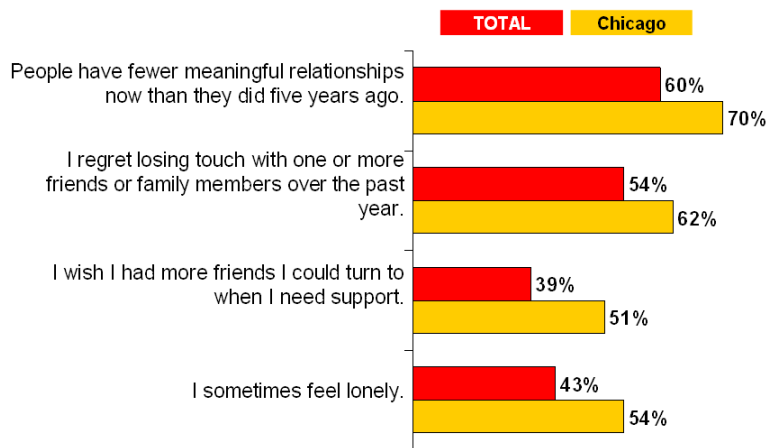
Q22. Approximately how many "Facebook friends" do you have? [Of Facebook users]

CHICAGO SUMMARY

***Fewer meaningful relationships has left Chicagoans particularly lonely and lacking a network for support.***

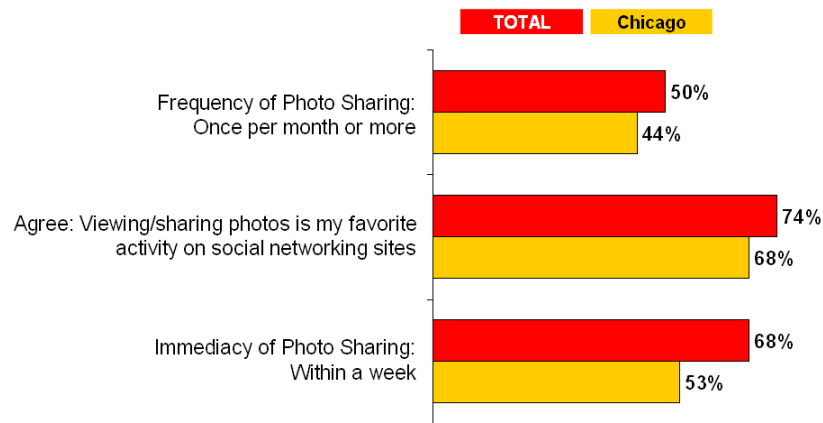
- Chicagoans have fewer meaningful relationships than they did five years ago, which has resulted in a growing sense of loneliness and a desire for more friends who can offer support during difficult times.
  - While Americans on the whole (six in ten) feel they have fewer meaningful relationships than they did five years ago, Chicagoans are even more likely to feel this way (seven in ten).
  - With fewer meaningful friendships, half of Chicagoans wish they had more friends to turn to for support, as opposed to only four in ten nationally.
  - Given their diminishing number of relationships, more than half of Chicagoans claim to feel lonely, while only four in ten nationwide feel the same.
- While Chicagoans are losing touch with friends and family members, they are not guilt-free about doing so.
  - Six in ten (62%) of Chicagoans regret losing touch with one or more friends or family members over the past year, while only 54% of Americans nationwide are regretful.
- Chicagoans' decreased photo sharing may make it more difficult for them to maintain close relationships and stay in contact.
  - While three-fourths of Americans enjoy viewing/sharing photos on social networking sites, only two-thirds of Chicagoans say that photo sharing is their favorite activity on such sites.
  - Chicagoans are not as quick to share their photos with others—two-thirds of Americans typically share their photos with others within a week while only half of Chicagoans do the same.

Chicago: Attitudes Toward Relationships



*Q1. I'm going to read a few statements; please indicate if you disagree or agree with each. (Agreement)*

Chicago: Photo Sharing



Q14. How frequently do you share photos or videos with friends and family members? Please consider printed photos, digital photos, and links to online photo albums.

Q12. I'm going to read a few statements; please indicate if you disagree or agree with each.

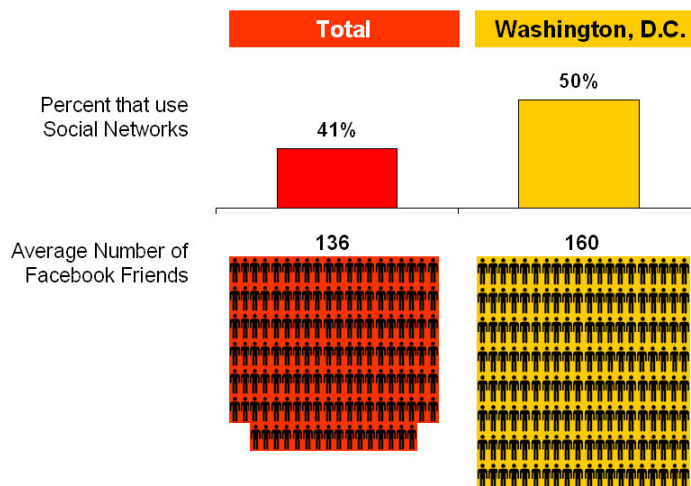
Q17. How quickly after taking a photo/video do you typically share it with others? (Of those who take photos)

WASHINGTON D.C. SUMMARY

***Technology has made it easier to keep in touch, and Washingtonians are increasingly relying on the web to maintain quality relationships.***

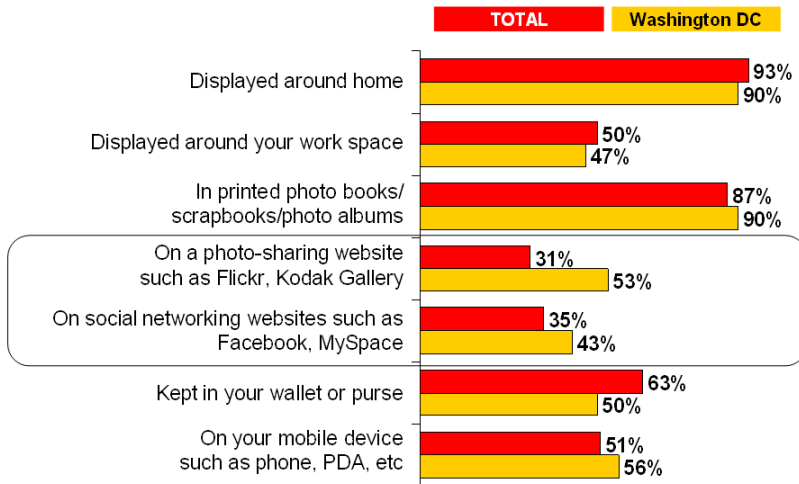
- Washingtonians are finding it easier to keep in touch with friends and family members using the web's social networking and photo sharing sites.
  - Half of Washingtonians connect to others through social networks, while only four in ten (41%) Americans do the same.
  - Facebook is popular among Washingtonians, with one-third using the site more than once per month, as opposed to only one-fourth of Americans logging in the same amount.
    - Washingtonians' increased usage of Facebook allows them to maintain more Facebook "friendships" than the average American—they have 160 "friends," while the average American has 136.
    - For three out of four Washington social network users, viewing/sharing photos is their favorite activity on social networking sites.
  - While only one in three (31%) Americans enjoy looking at photos on sharing web sites, more than half (53%) of Washingtonians get pleasure from doing so.
    - In addition to photo sharing web sites, Washingtonians like to use their computers as a place to display their digital photos. Two-thirds (64%) place their photos on their computers in a place they can see, such as a screensaver or desktop. Only half of Americans do the same.
  
- Washingtonians also find it easier to maintain meaningful relationships
  - Only 16% find it difficult to keep in touch with their friends and family members, as opposed to one-fourth of Americans nationwide.
  - Given their ability to keep in touch, only half of Washingtonians think that people have fewer meaningful relationships than they did five years ago. Nationally, 60% of Americans say that their number of relationships has shrunk over the past five years.

Washington DC: Use of Social Networks



Q8. Do you use...?  
 Q22. Approximately how many "Facebook friends" do you have? [Of Facebook users]

**Where We Enjoy Photos**



*Q11. Where do you enjoy looking at pictures of your friends/family members? Please indicate yes or no for each.*

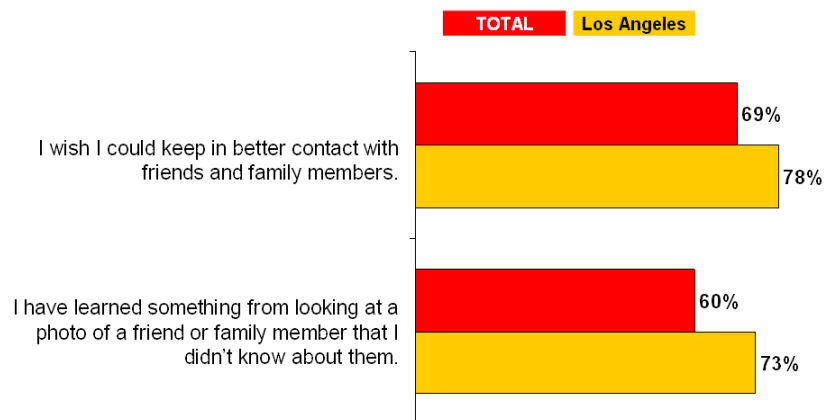
LOS ANGELES SUMMARY

***Los Angelesans use virtual photo sharing in an attempt to keep in better contact with their friends and family members.***

- Los Angelesans, more so than average Americans, are looking for ways to keep in better contact with friends and family.
  - Most wish they could keep in better contact with their friends and family members. Nearly eight in ten (78%) wish they could, while only seven in ten (69%) nationally feel the same.
- In an attempt to stay better connected, Los Angelesans frequently use digital photos to connect with friends and family and serve as a reminder of loved ones while they are on the go.
  - Four in ten (42%) Los Angelesans share photos with friends and family members more than once a month, while only 31% do so nationwide.
  - More than six in ten (62%) Los Angelesans enjoy looking at photos on mobile devices (compared to 51% nationally).
  - Most Los Angeles residents have learned something from looking at a photo of a friend or family member that they didn't know about them (73%). Only 60% of Americans say the same.
- Perhaps due to their use of digital photos to feel closer to friends and family -- Los Angelesans are less likely to feel that printed photos are more meaningful than digital ones (60% vs. 71% nationally).

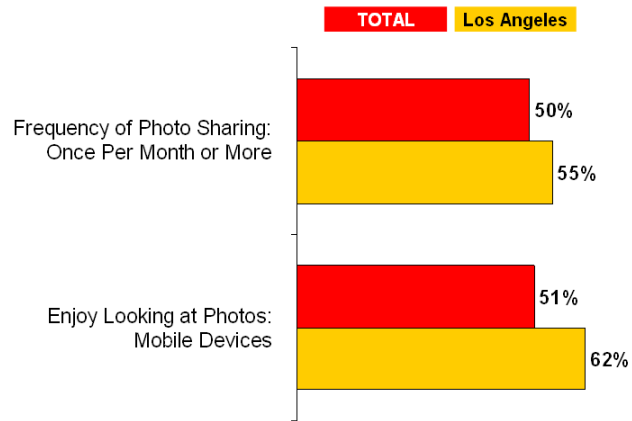
Note: Los Angelesans are just as likely to admit that they sometimes feel lonely (49% vs. 43% nationally), but less likely to feel that there's more loneliness in today's society (55% vs. 67% nationally).

**Los Angeles: Keeping in Touch and the Power of Photos**



Q1. I'm going to read a few statements, please indicate if you disagree or agree with each  
Q12. I'm going to read a few statements, please indicate if you disagree or agree with each

Los Angeles: Photo Sharing and Viewing



Q11. Where do you enjoy looking at pictures of your friends/family members? Please indicate yes or no for each. (Yes)

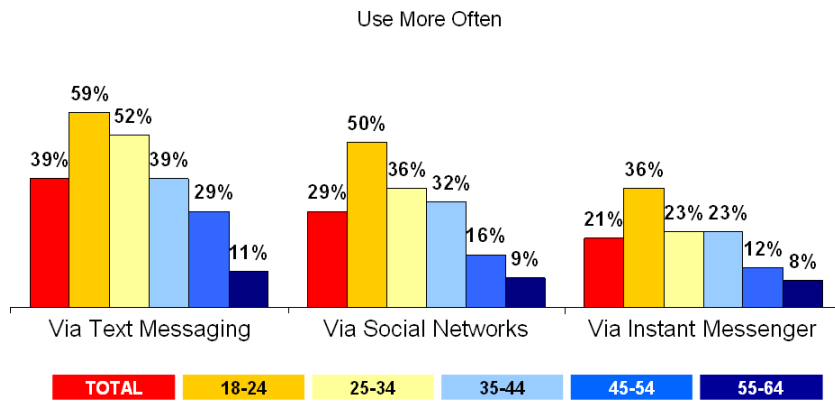
Q14. How frequently do you share photos or videos with friends and family members? Please consider printed photos, digital photos, and links to online photo albums.

**Key Differences by Age**

**Younger Americans are more likely to use technology to make keeping in contact with friends easier.**

- Increased use of newer technologies to connect with friends and family is more prominent in younger generations of Americans.
  - 59% of those 18-24 and 52% of those 25-34 are using text messaging more often than they did 5 years ago.
  - 50% of those 18-24 are using social networking sites more often than 5 years ago and about 1 in 3 of those 25-44.
  - 37% of those 18-24 are using instant messenger more often than 5 years ago.
- Consistent with their greater use of technology, Americans 18-24 also are more likely to agree that it's easier to keep in touch than it was five years ago (85%) than those 45-64 who are not using technology as frequently (74%).

Frequency of Connecting with Friends and Family  
 Newer Technologies by Age Group



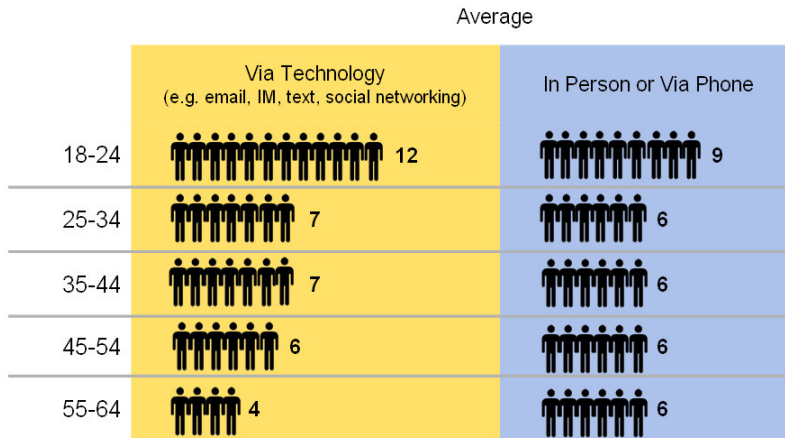
Q9. Do you feel you are connecting with friends and family [FILL IN METHOD] more often, less often or about the same as 5 years ago?

**Relationship State of the Nation**  
**Prepared by the Ketchum Global Research Network in Consultation with Psychologist Judy Weiser**  
**June 18, 2009**

**Younger Americans connect with friends more frequently but do not have stronger relationships.**

- Americans 18-24 are able to connect with more people largely due to their use of technology.
  - In a typical day those 18-24 communicate with 12 people via technology and 9 people in person or over-the-phone. In comparison, those 25 or older connect with 6 people via technology and 6 people in person or over-the-phone.
- 18-24 year olds' reliance on technology has resulted in a larger increase in casual friendships than older generations, but not more Committed Confidants<sup>2</sup>.
  - Americans 18-24 report a 53% increase in Casual Friends compared to only 40% among those 25-64.
  - Those 18-24 have just as many Committed Confidants (6) as their older counterparts, but on average twice as many Facebook friends (224 vs. 112).
- Despite feeling communicating is easier now; 18-24 years still want more contact.
  - 75% wish they could keep in better contact with friends and family members (compared to 67% of those 25+).

Volume of Contact via Technology vs. In-person/Phone  
by Age Group



Q5. In a typical day, how many different people (excluding work colleagues) do you communicate with.

<sup>2</sup>Note: 18-24 report a larger decline in committed confidants (30%) than others, however this is most likely due to the change in the nature of friendships that occurs between childhood and adulthood

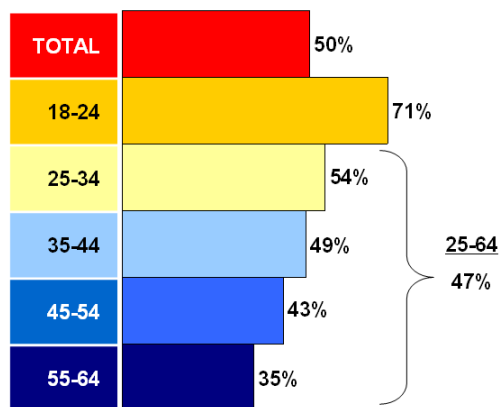
- The total number of committed confidants 18-24 year olds have is equal to those older (6).
- 31% of 18-24 year olds cite "I don't think it's important to stay in touch with some of them anymore as a reason for not keeping in contact".

**Americans 18-24 are more likely to share photos than older groups.**

- 71% share photos once per month or more frequently compared to only 47% of those 25+.
- Their higher frequency of photo sharing may explain why this group is able to maintain an equal number of meaningful relationships despite their higher reliance of technology to keep in contact with friends and family members.

**Frequency of Photo Sharing by Age Group**

Share Once Per Month or more



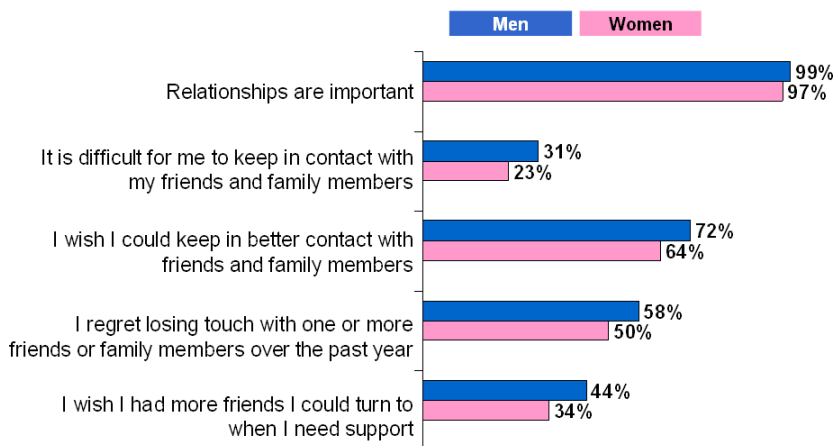
Q14. How frequently do you share photos or videos with friends and family members? Please consider printed photos, digital photos, and links to online photo albums.

## ***Key Differences by Gender***

### **Men have more regret about losing touch with friends and family.**

- Both men and women value relationships. 99 of 100 men say relationships are important compared to 97% of women.
- Perhaps not surprisingly, men have more difficulty keeping in touch with friends and family members (30% of men vs. 23% of women).
- However, men are not content with their lack of contact.
  - They are more likely to wish that they could keep in better touch with their families (73% vs. 64% of women).
  - Similarly, they are also more likely to regret losing touch with someone (59%) over the past year than women (50%)

**Attitudes Toward Relationships by Gender**



*Q1. I'm going to read a few statements; please indicate if you disagree or agree with each*

**Men and women’s reasons for not being able to connect vary.**

- Women most frequently cite “not enough hours of the day” as a barrier to keeping in better touch with friends and family members, while men most frequently cite being too focused on work or the distance.

**Barriers to Keeping in Contact with  
Friends and Family Members by Gender**

Men		Women
Too focused on work (57%)	1	Not enough hours in the day (65%)
Live too far away (57%)	2	Live too far away (52%)
Not enough hours in the day (55%)	3	Too focused on work (48%)
Too expensive to do so (37%)	4	Too busy with kids (39%)
Too busy with kids (37%)	5	Too expensive to do so (33%)
Not important to stay in touch with some of them any more (23%)	6	Not important to stay in touch with some of them any more (18%)

*Q2. What prevents you from keeping in better contact with friends and family members? Please indicate yes or no for each of the following.*