



75% of Teenage Girls Use Phones/Texts to Alert Friends About Sales, While 5% Use Facebook

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March 24, 2010

A new, unscientific study by Euro RSCG Worldwide shatters the popular vision of social media as a marketing magic bullet for teens. According to its recent findings, 75 percent of teenage girls said they would close friends about sales on their favorite brands using phone calls or texts—a contrast to the 5 percent of teenage girls who said they would spread the same news using Facebook. The same group also reported that they were more likely to buy things in shops rather than on the Internet.