

# Newsworthy Trends

## Survey Reveals Women's Facebook Opinions

(NAPS)—More than 400 women revealed their secret Facebook habits and opinions in a survey that showed there's a fine line between friend and "frenemy."

The survey was conducted by Eversave, a company offering daily deals called "Saves," to better understand the effect of social networking on deals. However, results also uncovered the surprising love/hate relationship women have with the social networking site.

The survey found one reason women like Facebook is because they can receive alerts on daily deals, one of the fastest-growing online activities today. Eighty-seven percent of the women said they find out about deals by "liking" daily deal companies on Facebook and 45 percent learn about savings through their friends' posts.

However, the data also uncovered some interesting things about Facebook friendships.

The survey revealed that while women use Facebook to keep their friends informed about what they are up to (79 percent) and share interesting and/or funny links and videos (64 percent), they have little tolerance for friends who use the site to brag or overshare.

In fact, 85 percent of those surveyed claim they have been annoyed by their online friends, and that the following bothersome behaviors topped the list:

- Complaining all the time (63 percent)
- Sharing unsolicited political views (42 percent)
- Bragging about seemingly perfect lives (32 percent).

Despite the occasional annoyances, women appreciate Face-



**Women have little tolerance for friends who brag or overshare when posting on Facebook, but they do like the deals.**

book for allowing them to see friends' photos and videos (91 percent) and helping them search for long-lost friends (76 percent).

"Most people regard social media, like Facebook, as a place to gripe or boast because they often can't do it in real life," said Charlene DeLoach Oliver, JD, CISR, an attorney turned blogger at [CharleneChronicles.com](http://CharleneChronicles.com). "They also use it as a tool to connect with people, stay abreast of breaking news and find great deals, contests and giveaways."

"I have a love/hate relationship with Facebook," commented one respondent, Jennifer Brocato of Raynham, Mass. "On one hand, it keeps me in contact with friends and family I rarely see and get to talk to. On the other hand, it can be a huge time waster. All in all, I am glad Facebook exists."

*Eversave offers local daily deals on fun things to do in and around cities, including restaurants, spas, activities and more.*