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Media contact:
LEWIS PR for Strands
Peter Gray
415-992-4400
strands@lewispr.com

Strands.com Survey Reveals America's "Guilty Pleasures"

TV Shows, Songs and Movies Top the List

CORVALLIS, Ore.—November 17, 2008—[Strands](#), a leading developer of social recommendation technologies, has just released a new survey that reveals new insights into people's "guilty pleasures," those tacky songs, cheesy movies and cringe-inducing TV shows that we secretly all love.

The Strands survey of Web users, conducted by Harris Interactive® among more than 2,000 online adults, also revealed what online users share with others online.

The guiltiest pleasures, among the one in three (33%) online adults who admit to having them, are:

- TV shows (55%)
- Songs (49%)
- Movies (45%)

Other stats revealed:

- About half of online adults who have guilty pleasures (51%) would be embarrassed by the fact that their guilty pleasures don't reflect their usual taste (36%) and/or the image they normally try to portray (30%)
- 36% of online males said they have a guilty pleasure, versus just 31% of online women

The survey also revealed how Web users are opening up in terms of communication with others:

- 62% of online adults said they share media content or information with others online through vehicles such as blogs and social networks

- Those who share media or information online are most likely to post photos or images (72%), followed by links to websites they like (47%) and information about their current status, like what they're doing right now (45%)
- 58% of online adults who share media/information with others online do so because they think others might like the content too
- Many also do it because it's a good way to interact with friends and other like-minded people (57%)

“Think about those films that always make you cry, even though the plot line is thinner than a New York pizza crust, that song from the 80s that you STILL lip-synch to in front of the mirror, or that reality show that makes you cringe, even as you're watching it. Those are our guilty pleasures and we want people to celebrate them, especially at a time when we're all in need of a little light relief,” said Drew Olanoff, community manager at Strands. “Strands commissioned the survey to highlight how sharing stuff with your online community is a great way to build relationships and discover new things, even if that means owning up about your embarrassing taste in music.”

About the Survey

The Media Sharing and Guilty Pleasures survey was conducted online within the United States by Harris Interactive on behalf of Strands.com between October 2 and October 6, 2008 among 2,382 adults ages 18+, of whom, 1,544 share media or information with others online and 726 have media guilty pleasures. This online survey is not based on a probability sample and therefore no estimates of theoretical sampling error can be calculated. For complete methodology, including weighting variables, please contact Peter Gray.

About Strands

Strands develops technologies to better understand people's tastes and help them discover new things they will like. Strands has created a social recommendation engine that provides real-time recommendations of products and services through computers, mobile phones and other Internet-connected devices. The company provides these services across three verticals including personal finance (money.Strands.com), social media (lifestreaming site Strands.com) and business solutions (Strands Social Recommender™). Visit www.strands.com for further information.

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