

nielsen

inno|cite

# THEY'RE social

46%

OF U.S. CONSUMERS WERE INFLUENCED BY STANDARD WEB ADS ON SOCIAL MEDIA SITES

51%

WERE INFLUENCED BY STANDARD WEB ADS ON SOCIAL MEDIA SITES THAT SHOW WHICH OF YOUR FRIENDS LIKED OR FOLLOWED THE ADVERTISED BRAND

48%

WERE INFLUENCED BY WEB ADS ON SOCIAL MEDIA SITES THAT APPEAR AS A NEWS-FEED UPDATE<sup>7</sup>

MOST VALUABLE:

## parents

64% of parents use social media to learn about brands. They're also 23% more likely than non-parents to use social media as a creative outlet.<sup>6</sup>

18%

OF U.S. ADULTS ONLINE POST LINKS TO VIDEOS, ARTICLES AND SITES<sup>1</sup>

45%

COMMENT ON OTHERS' POSTS<sup>2</sup>

THOSE WHO COMMENT ARE

36%

MORE LIKELY TO BE AGED 20-29

37%

MORE LIKELY TO BE A STUDENT

21%

HAVE A HOUSEHOLD INCOME OF \$100K+<sup>3</sup>

62%

OF U.S. ADULTS ONLINE USED THEIR TV AND INTERNET AT THE SAME TIME<sup>4</sup>

55%  
MOVIES

47%  
COMEDIES

47%  
LOCAL NEWS

36%  
DRAMAS

33%  
FOOD/COOKING<sup>5</sup>

ADULT SOCIAL NETWORKERS WATCH TV TOO:

MOST VALUABLE:

# portland

Portland, OR has the highest rate of cross-platform behavior among adults 18-34<sup>1</sup>

18%

OF SMARTPHONE APP DOWNLOADERS USED THE TWITTER APP

5%

USED THE YELP APP

19%

USED THE GOOGLE SEARCH APP

5%

USED THE FOURSQUARE APP<sup>3</sup>

39%

USED THE GOOGLE MAPS APP

# THEY'RE local

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45%

OF LOCAL DEAL VISITORS ARE VERY LIKELY TO RECOMMEND THE DAILY DEAL SITE<sup>2</sup>

58%

USED THE FACEBOOK APP

98%

AT HOME

## WHERE THEY ACCESS SOCIAL MEDIA

27%

AT WORK

12%

IN THE CAR

12%

IN RESTAURANTS

7%

AT SCHOOL<sup>4</sup>

8%

IN AIRPORTS

72.3M  
AUG 2011

65.4M  
AUG 2009

VISITS TO COUPONS/REWARDS SITES ARE UP

11%

SINCE 2009<sup>3</sup>



MOST VALUABLE:

# san fran

The San Francisco DMA has the highest concentration of smartphone owners in the U.S.<sup>5</sup>

SMARTPHONE  
USERS SPEND

**2/3**

OF THEIR MOBILE  
PHONE TIME  
ON APPS<sup>1</sup>



**38%**

OF CONNECTED DEVICE OWNERS  
LOOKED UP PRODUCT INFO FOR  
AN AD WHILE WATCHING TV ON  
THEIR SMARTPHONE OR TABLET

**38%**

OF AMERICANS  
OWN A  
SMARTPHONE<sup>6</sup>

**27%**

LOOKED UP COUPONS OR  
DEALS RELATED TO AN AD THEY  
SAW ON THEIR SMARTPHONE OR TABLET<sup>2</sup>

THEY HAVE AN  
AVERAGE OF

**35**

APPS INSTALLED<sup>5</sup>

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THEY'RE  
**mobile**

MOST VALUABLE:

**teens**

13-17 year olds  
are the most likely  
to upgrade from  
the free to the  
paid version  
of an  
app

they're also most  
likely to respond  
to an ad,  
regardless of  
how it was  
served<sup>3</sup>

NEARLY ALL  
MOBILE INTERNET  
USERS VISIT PORTALS

77% VISIT  
EMAIL SITES

44% VISIT SOCIAL  
NETWORKING SITES<sup>3</sup>



## SOURCE INFORMATION

### SOCIAL

1. Nielsen, @Plan (Release 3 2011). Social Networking Activities, Online 18+
2. Nielsen, @Plan (Release 3 2011). Social Networking Activities, Online 18+
3. Nielsen, @Plan (Release 3 2011). Social Networking Activities – Comment on others postings, Profiled by Demo
4. Nielsen, @Plan (Release 3 2011). TV/Internet Concurrent Usage (Yesterday) – Used TV/Internet Concurrently (Yesterday), Online 18+
5. Nielsen, @Plan (Release 3 2011). Social Networking Activities – Any Social Networking Activity, Profiled by TV Programming Viewership
6. NM Incite, State of Social Media Survey (April 2011). Parents = Have Children <18
7. Nielsen, Global Online Survey (Q1 2011)

### LOCAL

1. Nielsen, Cross-Platform Report (Q2 2011)
2. Nielsen, App Playbook (Q1 2011)
3. Nielsen, NetView, Home & Work (August 2011 v. August 2009)
4. NM Incite, State of Social Media Survey (April 2011). Access locations among social media users
5. Nielsen, @Plan (Release 3 2011). PRIZM Segment, Own PDA Smartphone, Profiled by DMA
6. Nielsen, App Playbook (Q1 2011)

### MOBILE

1. Nielsen, Mobile Connected Device Report (Q2 2011)
2. Nielsen, Mobile Connected Device Report (Q2 2011)
3. Nielsen, Mobile Media View Internet, All Carriers (August 2011). Mobile Internet refers to the use of a Web browser on a mobile device.
4. Nielsen, App Playbook (Q1 2011)
5. Nielsen, App Playbook (Q1 2011)
6. Nielsen, App Playbook (Q1 2011)