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 newsfeed update.

62% of U.S. adults online used their TV and internet at the same time.

18% of U.S. adults online post links to videos, articles and sites.

45% comment on others' posts.

Those who comment are 36% more likely to be aged 20-29.

37% are more likely to be a student.

21% have a household income of $100K+.

55% of U.S. adults use social media to learn about brands.

47% 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.

Parents are the most valuable social networkers.

Most Valuable:

Movies: 55%
Comedies: 47%
Local News: 47%
Dramas: 36%
Food/Cooking: 33%

Adult social networkers watch TV too:

64% of adults watch TV while using social media.

46% 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.
They’re local

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

39% USED THE GOOGLE MAPS APP
58% USED THE FACEBOOK APP

98% AT HOME
27% AT WORK
12% IN THE CAR
12% IN RESTAURANTS
8% IN AIRPORTS
7% AT SCHOOL

Visits to coupons/rewards sites are up 11% since 2009³

Where they access social media

Most valuable:

San Fran

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

Most valuable:

Portland, OR has the highest rate of cross-platform behavior among adults 18-34¹

45% OF LOCAL DEAL VISITORS ARE VERY LIKELY TO RECOMMEND THE DAILY DEAL SITE²
APPS INSTALLED
5
THEY HAVE AN
AVERAGE OF
35
THEY'RE
38%
OF AMERICANS
OWN A
SMARTPHONE
6

SMARTPHONE USERS SPEND
2/3
OF THEIR MOBILE
PHONE TIME
ON APPS
1

38%
OF CONNECTED DEVICE OWNERS
LOOKED UP PRODUCT INFO FOR
AN AD WHILE WATCHING TV ON
THEIR SMARTPHONE OR TABLET

2/3
SMARTPHONE
USERS SPEND
OF THEIR MOBILE
PHONE TIME
ON APPS
1

38%
OF CONNECTED DEVICE OWNERS
LOOKED UP PRODUCT INFO FOR
AN AD WHILE WATCHING TV ON
THEIR SMARTPHONE OR TABLET
2

27%
LOOKED UP COUPONS OR
DEALS RELATED TO AN AD THEY
SAW ON THEIR SMARTPHONE OR TABLET
2

NEARLY ALL
MOBILE INTERNET
USERS VISIT PORTALS
77% VISIT
EMAIL SITES
44% VISIT SOCIAL
NETWORKING SITES
3

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
3

NEARLY ALL
MOBILE INTERNET
USERS VISIT PORTALS
77% VISIT
EMAIL SITES
44% VISIT SOCIAL
NETWORKING SITES
3
SOURCE INFORMATION

SOCIAL
1. Nielsen, @Plan (Release 3 2011). Social Networking Activities, Online 18+
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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+
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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)
4. NM Incite, State of Social Media Survey (April 2011). Access locations among social media users
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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)