



# MOBILE

*Twitter was born mobile. With over 10 million users in the UK, people reach for Twitter **on the sofa, on the move, in the moment.***

**80%** of UK users access Twitter via a mobile device.

Mobile users are **40%** more likely than the average user to access Twitter more than once a day.

Twitter Internal, Compete/Twitter Research, Jul-Aug 2012

## ON THE SOFA, ON THE MOVE

Increasingly, Twitter is the second screen at home, and a companion on the move. Mobile users actively engage on the platform throughout their day.

**66%**

of mobile users use Twitter at home in front of the **TV**

**1 in 3**

mobile users use Twitter on their **commute**

**50%**

of mobile users use Twitter at **bedtime**

**1 in 4**

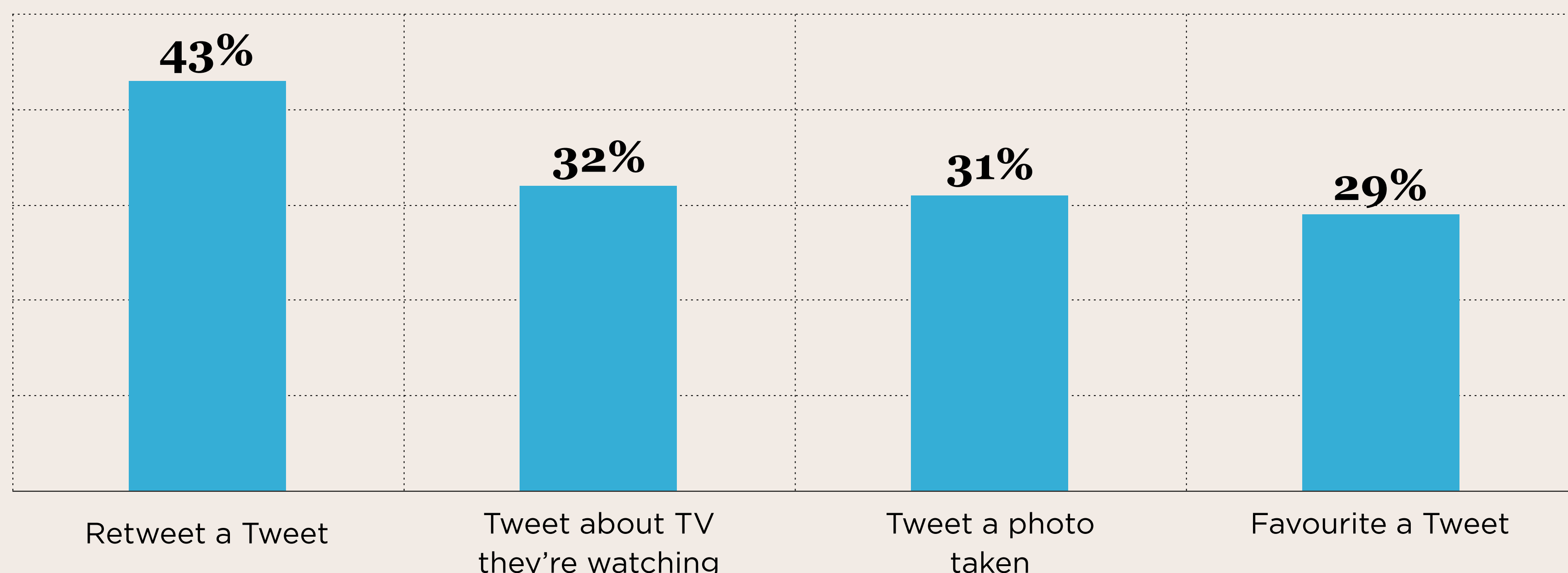
mobile users use Twitter while **shopping**

Compete/Twitter Research, Jul-Aug 2012

## IN THE MOMENT

Twitter brings people closer to their passions. In fact, **1 in 3** mobile users go on Twitter while in social situations - like hanging out with friends. Mobile users highly engage in the moment, and tend to do so more than the average user.

### WHAT DO MOBILE USERS DO ON TWITTER?



Compete/Twitter Research, Jul-Aug 2012

## BRANDS

Twitter is the shortest distance between users and what interests them most. Sometimes what interests them most is brands.

**67%**

of mobile users **follow** brands on Twitter

**25%**

of mobile users follow more than **10** brands

**50%**

follow a brand for **customer service**

**45%**

are likely to **recommend** the brand they follow

Compete/Twitter Research, Jul-Aug 2012

**MOBILE TARGETING** is the most effective way for advertisers to target users on the sofa, on the move and in the moment. Talk to us for more details on how mobile strategies and device targeting can work for your brand.

### In partnership with Compete:

These findings are based on data from primary mobile users in the UK. Twitter and Compete worked together to survey

a panel that asked internet users in the UK about their use of Twitter and other services.