



TWITTER USERS IN SPAIN

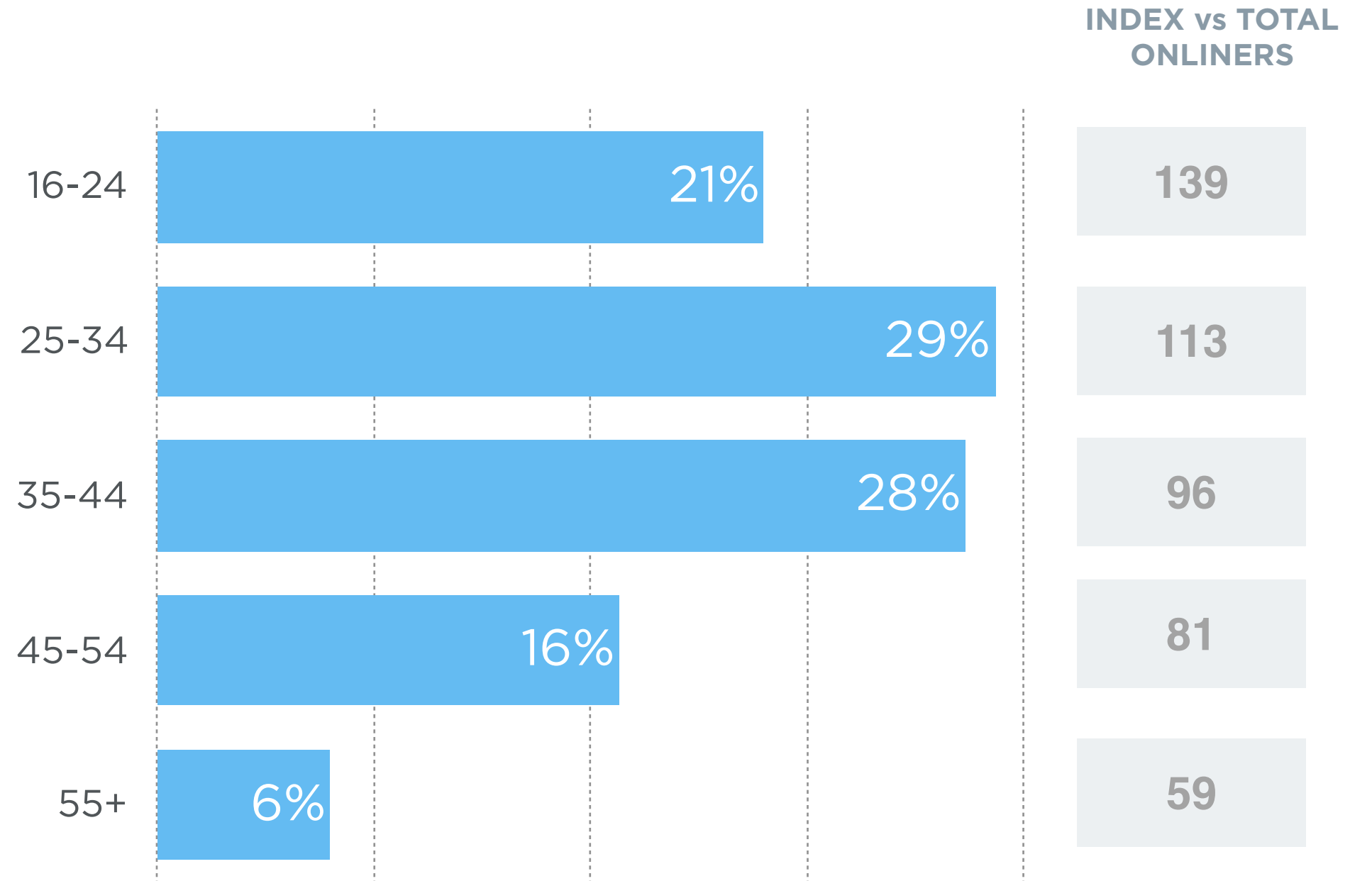
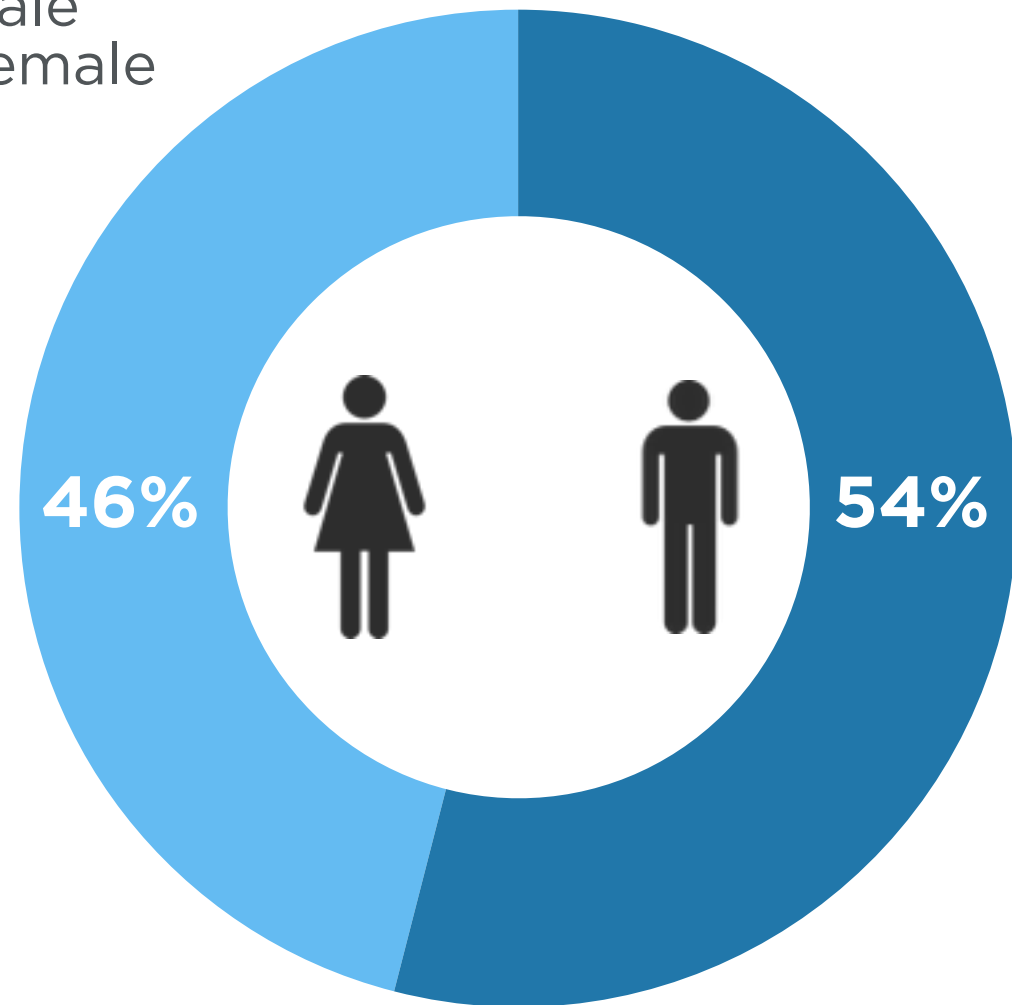
#WhoUsesTwitter

January - 2016

TWITTER USERS IN SPAIN_ AUDIENCE DEMOGRAPHICS

Age and gender

● Male
● Female



Source: Global Web Index Base: 6000 internet users Q3 2015

* Index base=100 vs. average Spanish online users.

TWITTER USERS IN SPAIN_ AUDIENCE DEMOGRAPHICS

Social status

EDUCATION

University + Post graduate



41%

Index: 113

INCOME

20%

TOP 25%
income level
Index: 115



NUMBER OF CHILDREN



None

53%

Index: 110

1

21%

Index: 89

2

22%

Index: 96

3+

4%

Index: 75

DECISIONS MAKERS

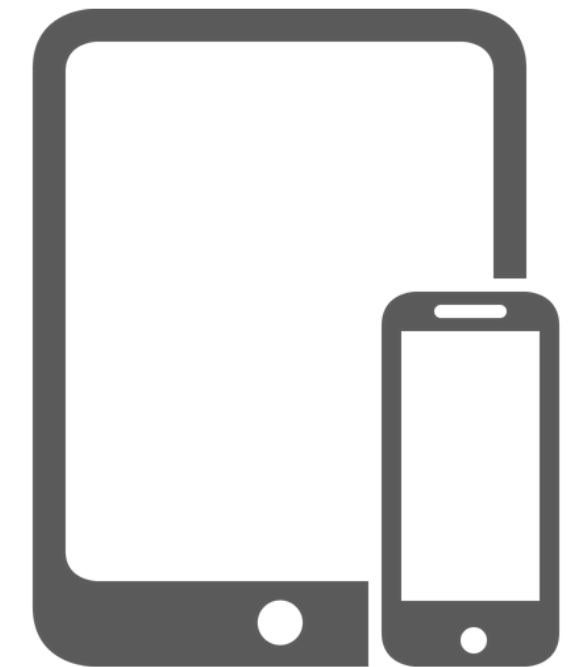
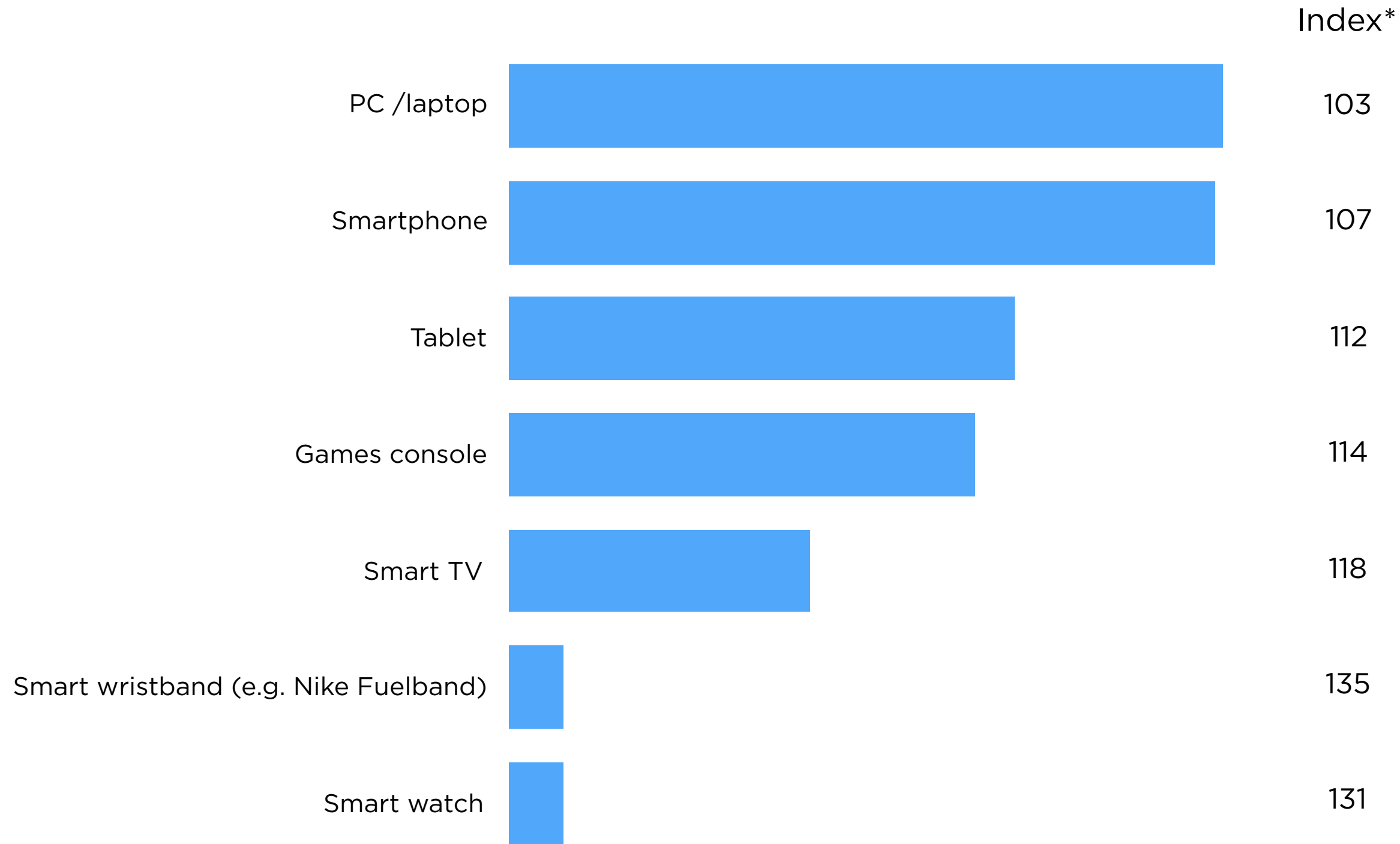
95%

Take part in
shopping
decisions



TWITTER USERS IN SPAIN_ TECHNOLOGICAL DEVELOPMENT

Which of the following devices do you personally own?



AVERAGE (INDEX)

117

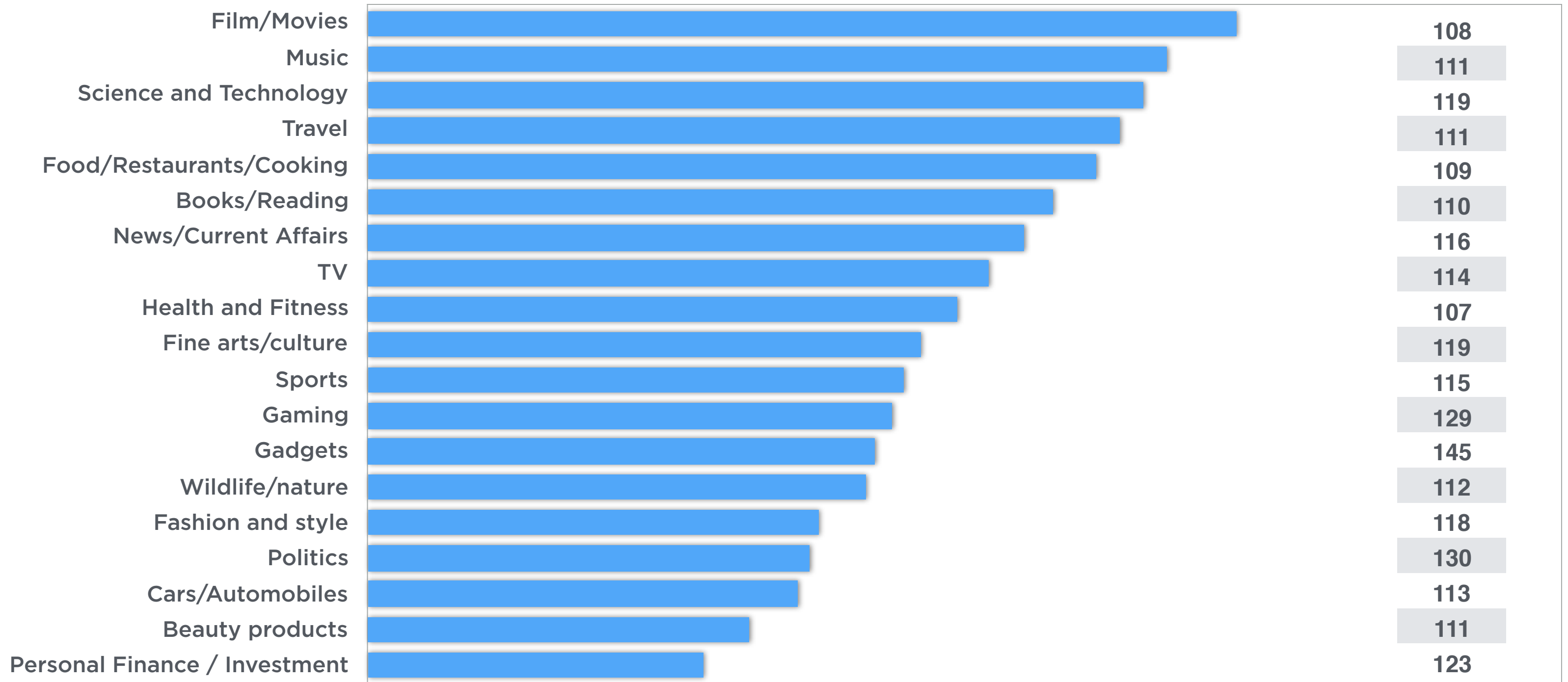


Source: Global Web Index Base: 6000 internet users Q3 2015

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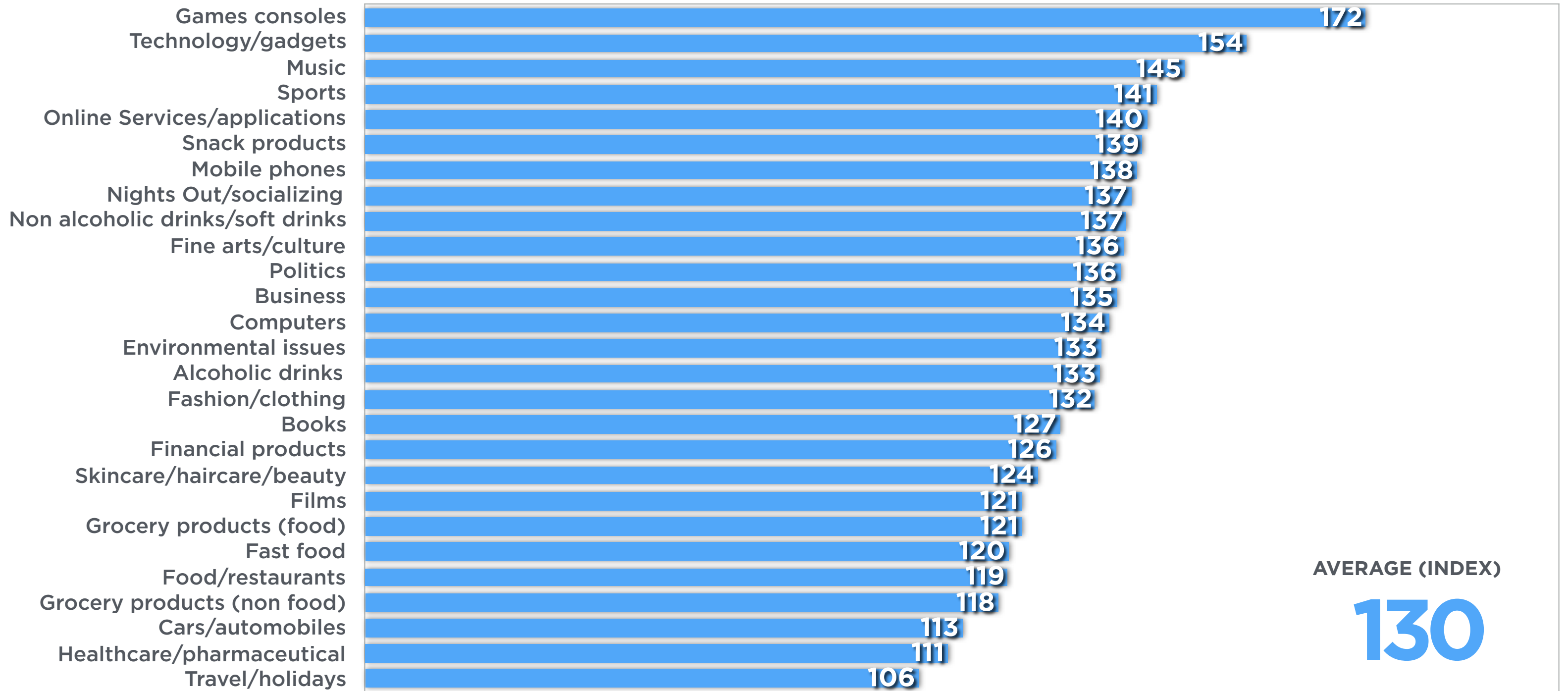
TWITTER USERS IN SPAIN_ TOPICS OF INTEREST

Here is a list of topics that may interest you. Can you please indicate which of these you are strongly interested in?



TWITTER USERS IN SPAIN_ INFLUENCE POWER

Do people often ask your opinion about the following products / services?



Source: Global Web Index Base: 6000 internet users Q3 2015

* Index base=100 vs. average Spanish onliners.

TWITTER USERS IN SPAIN_ ATTITUDES AND LIFESTYLE

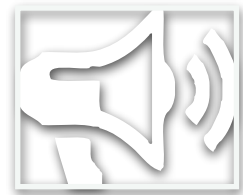
To what extent do you agree/disagree with the statements bellow?

Index*



79% When i need information, Internet is the first place to go

118



72% Once I find a brand I like I tend to stick to it

110



68% I like to try new products

118



47% I like to stand out in a crowd

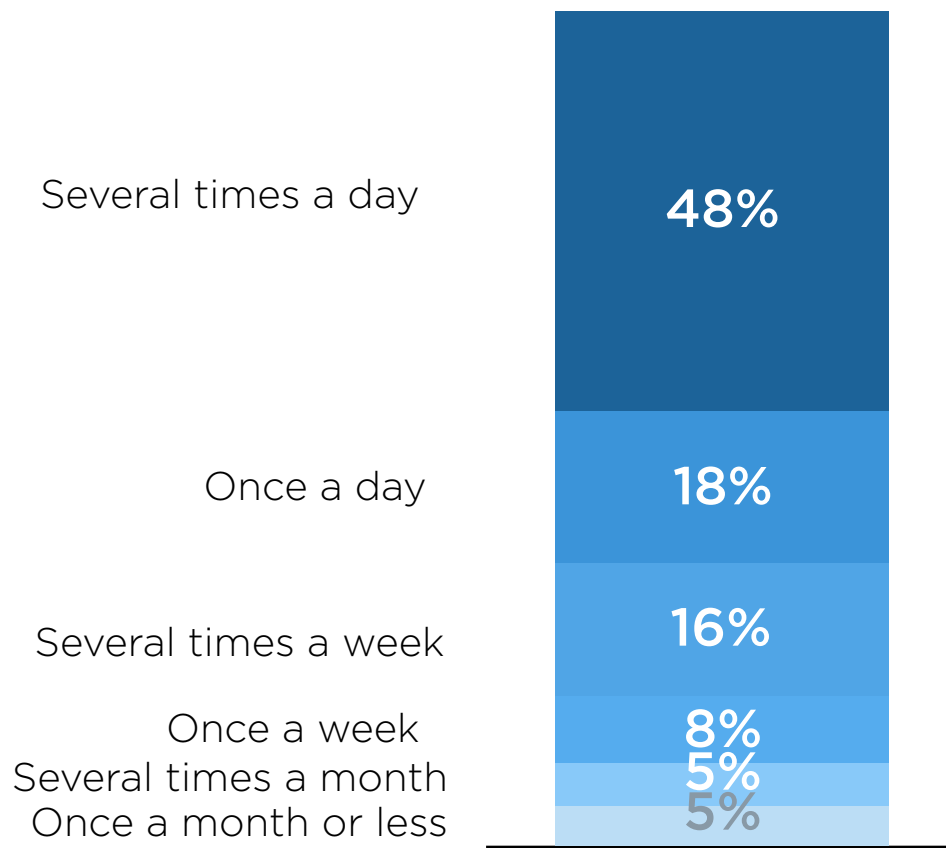
122



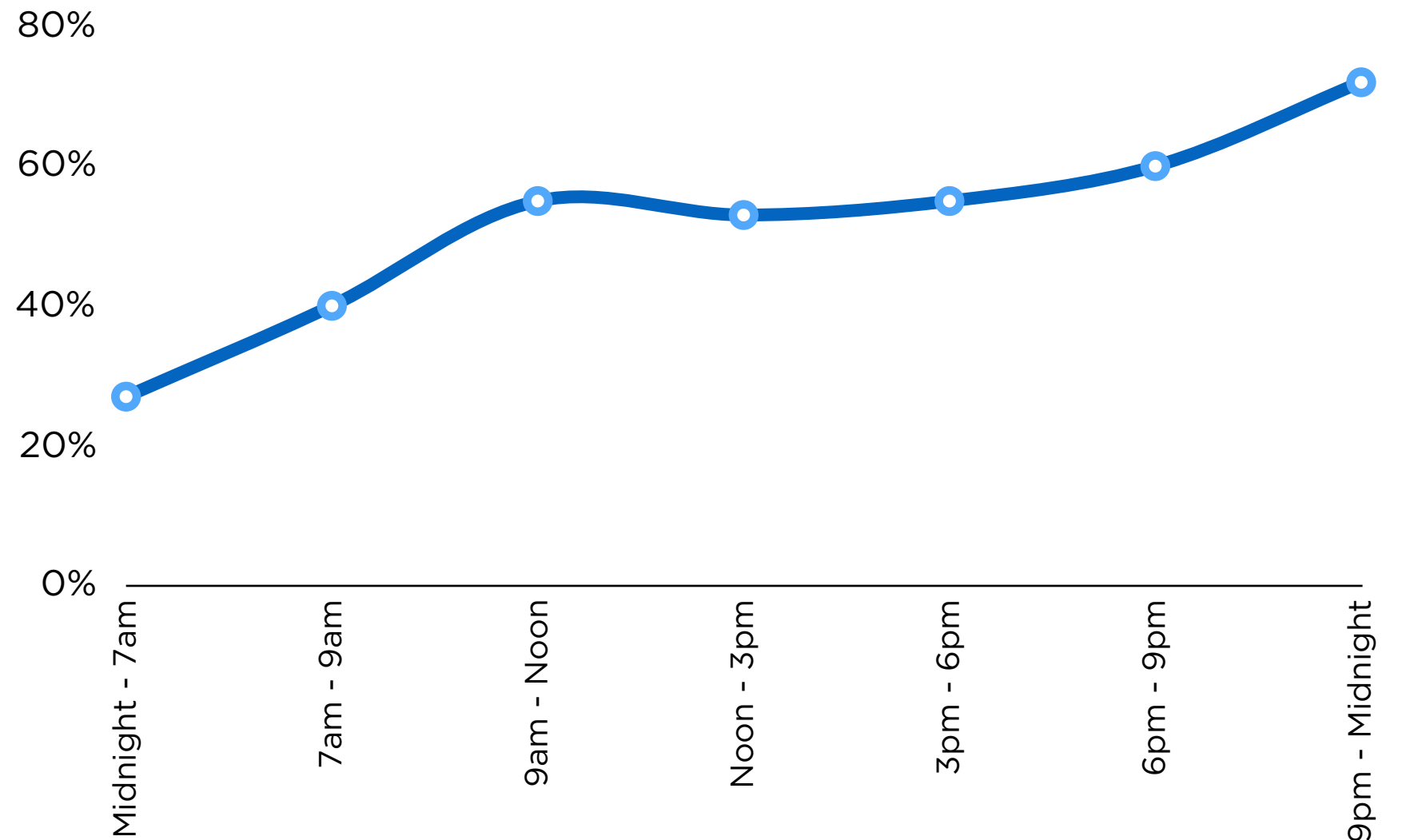
TWITTER USERS IN SPAIN_TWITTER USAGE

How frequently do you use Twitter? / When during the day do you use Twitter?

FREQUENCY OF USING TWITTER



TIMES OF THE DAY



Mobile users are **45%** more likely to engage several times a day than those who connect on PC



Source: Nielsen Twitter Consumer Deep Dive Survey, July 2015, Spain
Base: 1812 Twitter users in Spain

TWITTER USERS IN SPAIN_ TWITTER&BRANDS

Please select the following types of Twitter accounts that you follow/ Have you done any of the following in the last 3 months?



79% of users in Spain follow brands on Twitter



1 in 2 of Twitter users in Spain have retweeted brand contents in last 3 months

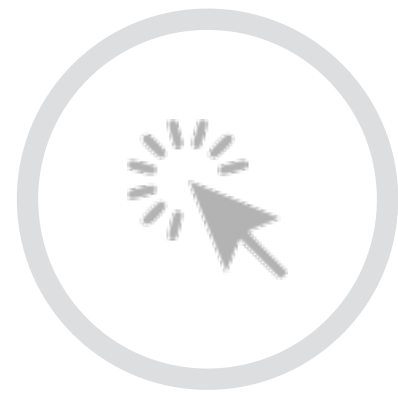
BRAND FOLLOWERS: WHY THEY FOLLOW BRANDS



TWITTER USERS IN SPAIN_ TWITTER&BRANDS

As a result of following brands/companies on Twitter, have you done any of the following?

AS A RESULT OF FOLLOWING BRANDS/COMPANIES...



43%

visited a brand website



37%

looked at **reviews/recommendations**



36%

have **searched** for a brand online



1 in 3

found out **more information** about a brand



1 in 4

purchased brands/products



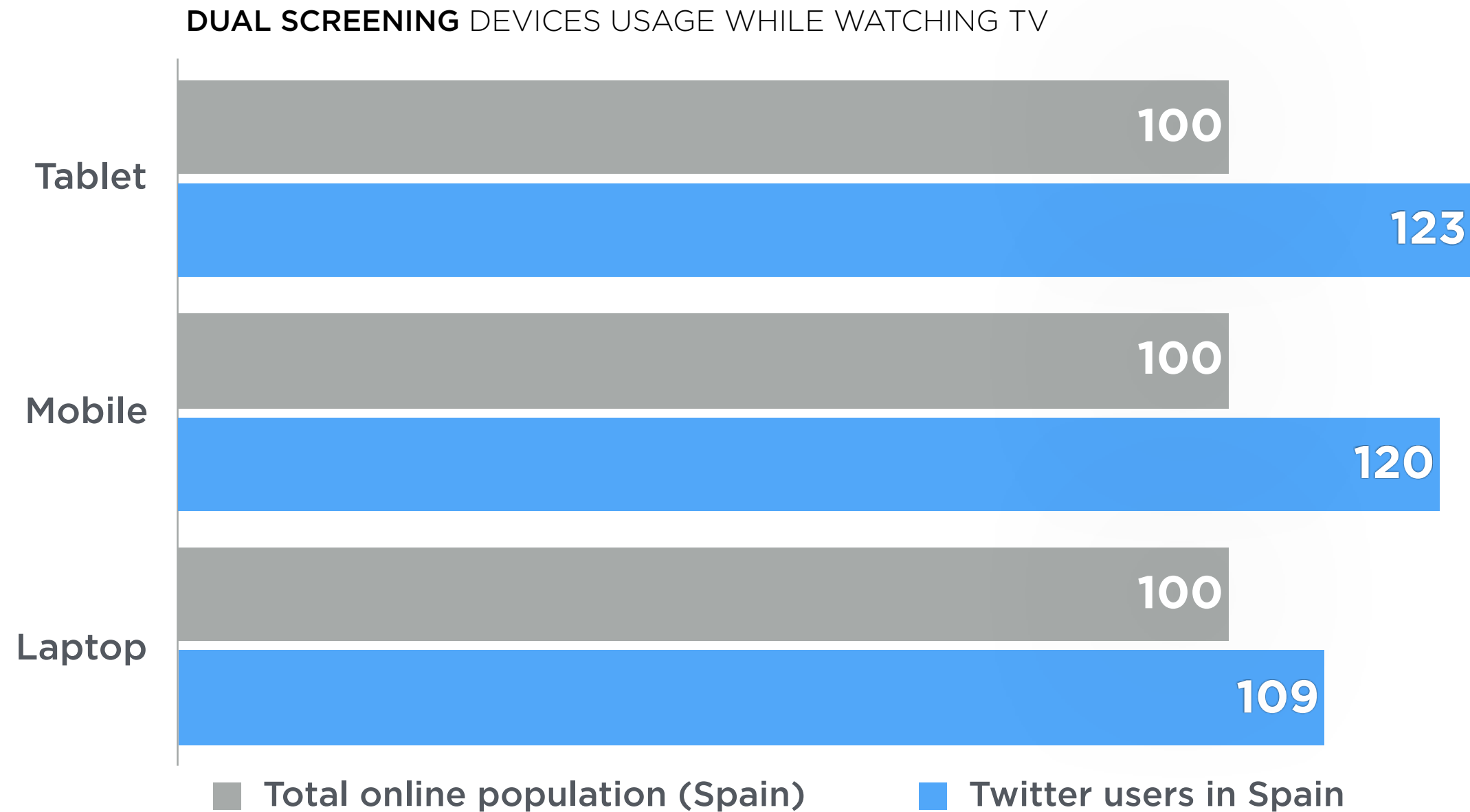
37%

have Tweeted about a positive experience



TWITTER USERS IN SPAIN_ DUAL SCREENING

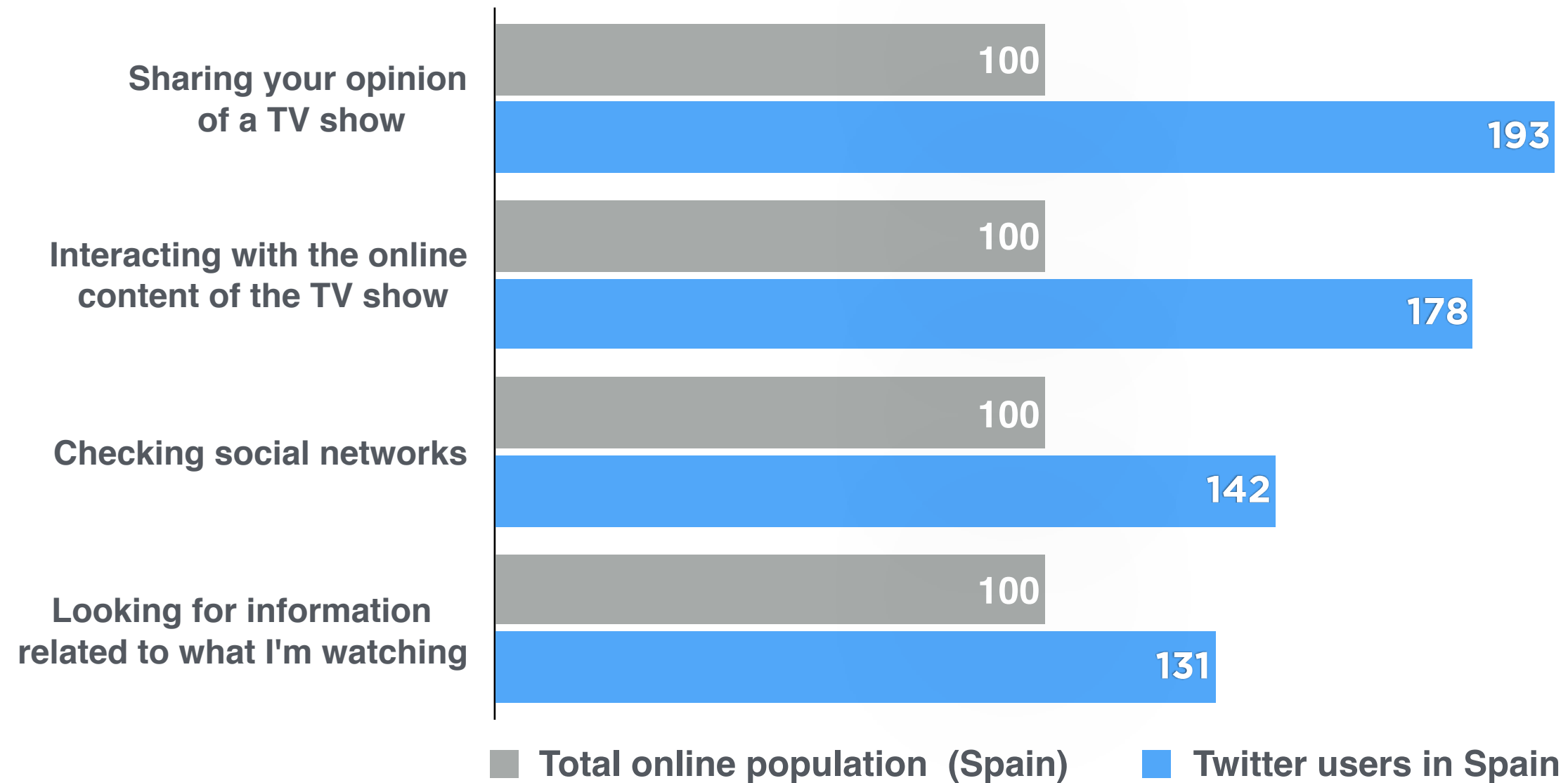
Thinking about the last time you watched TV, which, if any, of the following devices did you also use to access the Internet at the same time?



TWITTER USERS IN SPAIN_ DUAL SCREENING

The last time you were watching TV and using the internet, which of the following were you doing?

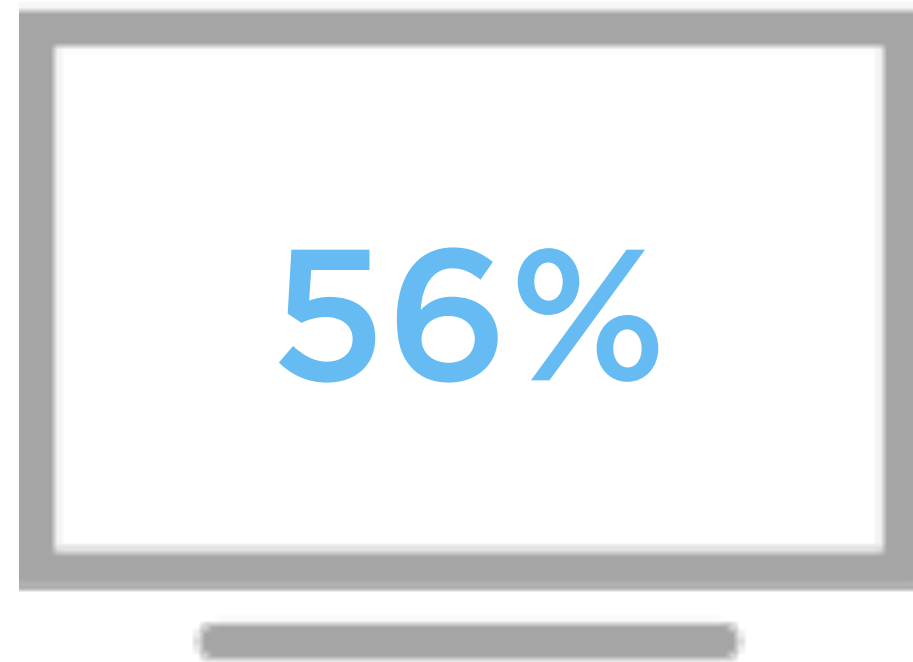
DUAL SCREENING ACTIVITIES DONE WHILE WATCHING TV



TWITTER USERS IN SPAIN_ TV&TWITTER

You mentioned you used Twitter whilst watching TV. How frequently do you do the following on Twitter whilst watching TV?

TV&TWITTER SIMULTANEOUS USAGE



use Twitter whilst **watching TV**



92%

Use Twitter during TV advert breaks



89%

Focus on Twitter whilst TV is on in the background



76%

Searched on Twitter for a brand/product seen on a TV advert



68%

Tweet about a TV advert during the TV show

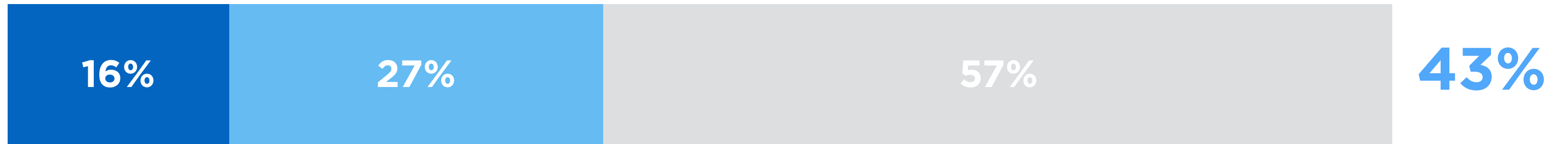


TWITTER USERS IN SPAIN_TV&TWITTER

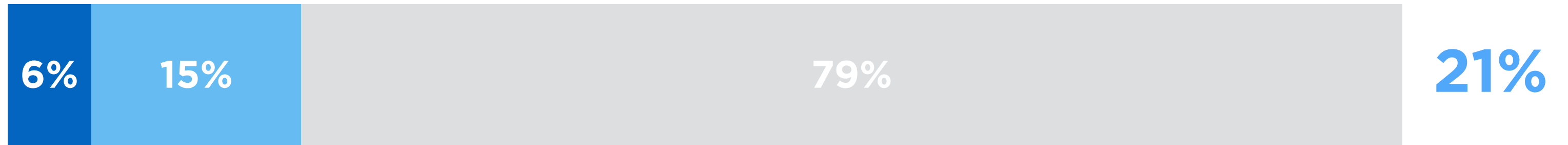
Which of the following best describes you?

TV&TWITTER KNOWLEDGE ABOUT TV

Twitter Users



Non Twitter Users



■ Expert / Know a lot about TV ■ Pretty knowledgeable ■ Know a little / Don't care





TWITTER USERS IN SPAIN

#FIN