



Always Connected for Facebook

Case Study

Always Connected

How Smartphones and Social Keep Us Engaged

What was the Client Challenge?

- People have a universal need to connect with others. Facebook sought to understand how smartphones and social keep us engaged and how we value this connectedness.

What was the IDC Custom Solution?

- IDC conducted an extensive online survey of 1,000+ 18-44 year old iOS and Android smartphone owners in the US each day for 1 week for a total number of respondents of 7,446
- The study was designed to understand how smartphone owners use their phones over the course of a day, with an emphasis on social and communication applications and services.

What were the Measureable Results?

Facebook was able to:

- Release the study via their newsroom the afternoon of March 27th, 2013 and by that night, the first press stories picked it up (i.e. Business Insider used a page as their chart of the day)
- Media kept referencing the study since the launch and it was used by Facebook to help feed the buzz of their **Home** launch, as they sent out invites for that on March 29th, 2013.

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How Smartphones and Social Keep Us Engaged

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IDC Study: Mobile and Social = Connectiveness

March 27, 2013

Today IDC is releasing a new study, sponsored by Facebook, revealing how mobile and social together are driving greater connectedness – and having a huge impact on our lives. People have a universal desire to share and connect with friends at almost all hours of the day. Check out the data here.

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IDC-Facebook Always Connected.pdf

Updated Mar 27, 2013 by Mandy Zibart

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Always Connected

How Smartphones And Social Keep Us Engaged

An IDC Research Report, Sponsored By Facebook

facebook



box Actual Size

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Always Connected

How Smartphones and Social Keep Us Engaged

Based on
rigorous
methodology

Always Connected How Smartphones And Social Keep Us Engaged

An IDC Research Report, Sponsored By Facebook

In This Study

In this latest research study from IDC, sponsored by Facebook, we conducted an online survey of 7,446 18-44 year old iPhone and Android smartphone owners in the U.S. over the course of one week in March. We surveyed more than 1,000 people each day.

This study was designed to understand how smartphone owners use their phones over the course of a day and the week, with an emphasis on **social and communication** applications and services. Because of this, the applications list was not designed to be exhaustive of all mobile application categories.



Always Connected How Smartphones And Social Keep Us Engaged

An IDC Research Report, Sponsored By Facebook

Executive Summary

Think about your typical day. When do you feel the most or least connected to people, information and the world around you?

In this study from IDC, sponsored by Facebook, the key finding is that **mobile + social = connectedness**.

Smartphones, coupled with rich applications and mobile data services, allow us to connect with our family, friends and community from the moment we wake up until the end of our day. Our research shows that, rather than feeling overwhelmed by it, we enjoy and value this increased social connectedness.

Today, **half of the total US population** uses smartphones. The convenience of being able to interact with anyone, anytime, anywhere, makes the phone a more critical tool than ever before. ➤



2017
(projected)

222.4

U.S. Smartphone Users (Millions)
U.S. Population Using Smartphones: 67.8%

2013
(projected)

181.4

U.S. Smartphone Users (Millions)
U.S. Population Using Smartphones: 57.3%

2012

155.1

U.S. Smartphone Users (Millions)
U.S. Population Using Smartphones: 49.4%



<http://newsroom.fb.com/News/588/IDC-Study-Mobile-and-Social-Connectiveness>

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How Smartphones and Social Keep Us Engaged

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An IDC Research Report, Sponsored By Facebook

What Do You Do When You First Wake Up?

Our interaction with each other through our phones is soon as we awake. Within the first 15 minutes of waking up, **4 out of 5** smartphone owners are checking their phones. Among these people, nearly 80% reach for their phones to do anything else. These statistics alone drive home the importance of and reliance on smartphones.



Within the first 15 minutes of waking up, **4 out of 5** smartphone owners are checking their phones.

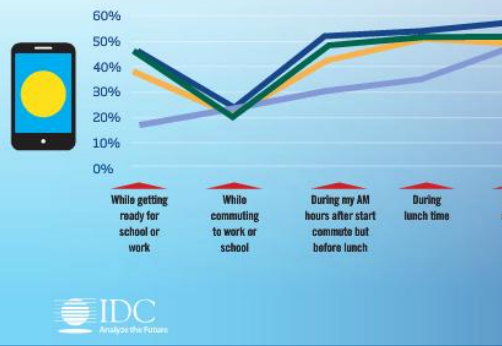


Always Connected How Smartphones And Social Keep Us Engaged

An IDC Research Report, Sponsored By Facebook

A Day In The Life Of Our Smartphones

79% of respondents have their phone on or near them for most of the day. This encourages a steady stream of interactions via our phones. Our phones to connect, be productive, etc. the more value is derived, the more value makes our phones and applications stickier, which in turn...



Survey findings delivered in infographic-like report format

Always Connected How Smartphones And Social Keep Us Engaged

An IDC Research Report, Sponsored By Facebook

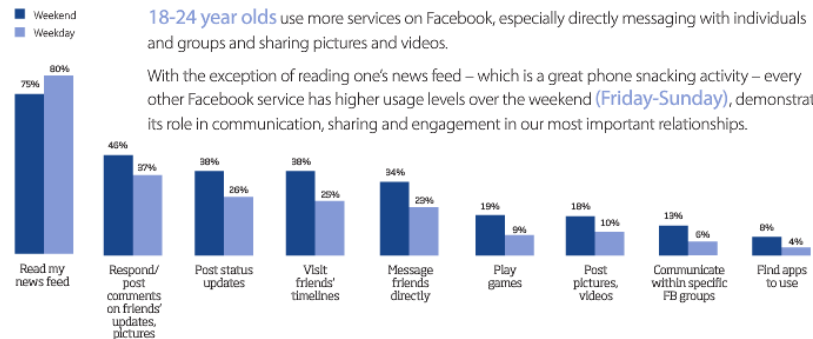


Using Facebook Helps Us Connect & Stay Connected

Facebook ranks as a top 3 activity done on smartphones. **70%** of respondents use it. Among these Facebook people, **61%** use it each day. Reading one's news feed is the top activity at **77%**.

18-24 year olds use more services on Facebook, especially directly messaging with individuals and groups and sharing pictures and videos.

With the exception of reading one's news feed – which is a great phone snacking activity – every other Facebook service has higher usage levels over the weekend (**Friday-Sunday**), demonstrating its role in communication, sharing and engagement in our most important relationships.



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MOST INNOVATIVE COMPANIES 2013

What Facebook Mobile Users Are Doing

BY NINA MANDELL | MARCH 27, 2013

Checking newsfeeds, replying to friend statuses and finding new apps, a new study found.



So what are people doing in all the time they spend scrolling Facebook on their mobile devices? A new study by research firm IDC sponsored by the social network found that users are most likely to be checking their newsfeed (82% of the time in fact). If they're not doing that, the firm found, 49% are responding to friends' updates and 38% are posting updates of their own. Also found in the study: 7% are finding new applications to use through Facebook.

About This Series

MOST INNOVATIVE COMPANIES

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Them American Mobile Users Spend Lots of Time on Facebook

Adam Grant

Tweet Like Be the first of your friends to like this.

Published: 03/29/2013 02:00:02 PM EST in Surveys & Stats 0 comments



According to a recent study by IDC, a good chunk of the American population spent arguably too much time using the mobile app version of Facebook.

Slightly less than 7,500 Americans aged 18-44 participated in this research, which featured an array of questions regarding one's mobile phone usage during the course of a single week in March.

Results showed that 70% of those polled are classified as frequent Facebook users, with half of that batch checking out the social media app every day. On average, the app is visited 13.8 times a day, for an average of two minutes and twenty-two seconds each time. For those doing the math at home, that equates to about a half hour a day.

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STUDY: How Addicted Are We To Facebook

Justin Lafferty on March 27, 2013 7:33 PM

We know that Facebook has roughly 618 million mobile users, but how are they interacting with the social network from their smartphones? A comprehensive study by Facebook and IDC shows that most users on mobile check their News Feeds frequently. Several users copped to checking Facebook from their phones at the movies and while they're at the gym.

The study notes that the number of smartphone owners is quickly growing. Last year, there were 155.1 million smartphone users in the U.S., which should rise to 181.4 million by the end of this year and 222.4 million by 2017. Many of these people check Facebook from their phones.

Facebook and IDC polled 7,446 iOS and Android users, who were 18 to 44 years old. 70 percent of them used Facebook's mobile application (61 percent used it on the web).

How these people used Facebook mobile most often:



www.cmswire.com/cms/customer-experience/facebook-idc-survey-highlights-the-social-connectedness-of-the-mobile-user-020250.php

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Facebook's IDC Survey Highlights the Social Connectedness of the Mobile User

By Chris Knight (@chrisknightcms) Mar 27, 2013

[Cloud Enable Your Business Today — Learn What Rackspace Open Cloud Can Do](#)

Earlier this month, IDC followed thousands of iPhone and Android users to discover their social habits and how they use smartphones to communicate. The answers won't really shock you, but the numbers are pretty impressive all the same.

facebook

Facing the Future

In a 25-page PDF research document entitled "Always Connected, How Smartphones and Social Keep Us Engaged", Facebook and IDC tracked the habits of almost 7,500 U.S. smartphone users over a week in March 2013. Having already projected massive

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The screenshot shows the PCMag.com website with the article "Does IDC Survey Justify a Facebook Phone?" by Mark Hachman, dated March 22, 2013. The article discusses an IDC research report on Facebook's mobile usage. A pie chart shows that 16.4% of users check Facebook's News Feed, 9.5% use Facebook's Messaging, and 6.6% post status updates. A bar chart at the bottom shows the average daily time spent on Facebook (32:51) and on a smartphone (131:43).

Does IDC Survey Justify a Facebook Phone?

By Mark Hachman | March 22, 2013 03:00pm EST | 2 Comments

An IDC research report released this week, sponsored by Facebook, will almost certainly be used as the underlying data justifying Facebook's reimagining of its mobile offerings.

The new strategy for Android, according to various reports, will be a customized version of the Google Android operating system, optimized for the Facebook experience. HTC is rumored to be a hardware partner, possibly launching either a new phone or a customized version of an existing model with a Facebook home screen, for example.

The IDC study offers all sorts of data slicing Facebook's mobile usage, based on a survey of about 7,500 Facebook users ages 18 to 44. Smartphone users spend an average of almost 23 minutes per day on Facebook - in bursts of about 2 minutes and 22 seconds - with the vast majority going no farther than the News Feed. In all, total smartphone use per day totals about 131 minutes, meaning that Facebook is used about as much as actually talking on the phone or sending messages, or about a quarter of the time.

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- Weekend Redefined

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3/29/survey-finds-were-hooked-on-facebook-mobile/

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MAR 29, 2013 - 23 HOURS AGO



Survey Finds We're Hooked On Facebook Mobile



Is your smartphone never more than arm's length away? Feeling addicted to Facebook? You're not alone. A new survey has found that the average smartphone user checks Facebook 14 times a day, and most people check their phone immediately upon waking up in the morning.

The report, conducted by IDC Research and sponsored by Facebook, studied mobile phone habits and social connectedness, and the results seem to support what a lot of us are feeling: We're addicted to our smartphones. But most seem to take that as a positive thing: "Rather than feeling overwhelmed by it, we enjoy and value this increased social connectedness," IDC said.

IDC conducted the survey among 7,448 people between the ages of 18 and 44, and studied their

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Consumers Are Addicted To Facebook On Mobile

Heather Leonard | Mar. 28, 2013, 2:10 PM | 559

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How Addicted Are We To Facebook Mobile? (IDC via AllFacebook)

We know that Facebook has roughly 618 million mobile users, but how are they interacting with the social network from their smartphone? A comprehensive study by Facebook and IDC shows that most users on mobile check their News Feed frequently. Several users copped to checking Facebook from their phone at the movies and while they're at the gym.

Facebook and IDC polled 7,446 iOS and Android users, who were 18 to 44 years old, finding that 70 percent of them used Facebook's mobile application (61 percent used it every day).

...third most popular activity on mobile, with 78 percent saying they

Most Popular Activities On Smartphones

For those of us that own a smartphone, it comes as no surprise that these devices have become the central social, communication and information tool for so many Americans. This list of the most commonly used applications/categories we asked about demonstrates this. While the exact percentages and order vary slightly by segment, the top 7 activities are consistent among 18-44 year olds, males and females, Android and iOS, etc.



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- For more information contact your IDC Account Representative or a Custom Solutions Representative:
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