

# Social. Digital. Traditional.

# Media.

The changing landscape.

How has usage of media shifted as the country becomes more technologically savvy and socially inclined? Local market consumer insights firm Scarborough illustrates the ways media consumption has evolved due to increased internet access, the narrowing of the age gap in usage across media platforms, and the way geography influences media orientation. By understanding that these seismic shifts reflect an evolving balance of cross-platform media usage, marketers and advertisers can better craft their marketing mix and appeal to more diverse audiences.

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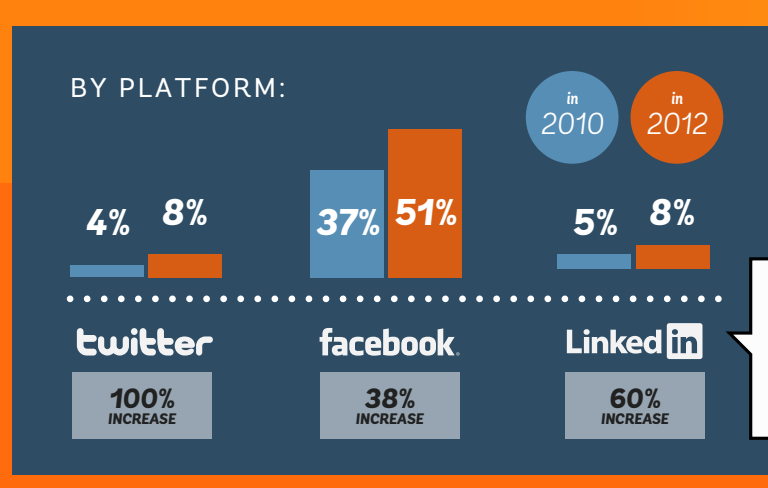
## Social Media

Social media grew **238%** between 2009 and 2012.

**2009**  
16% of adults engaged with social media.

**2012**  
54% of adults engaged with social media.

Social media has seen unprecedented growth compared to all other media forms measured by Scarborough.

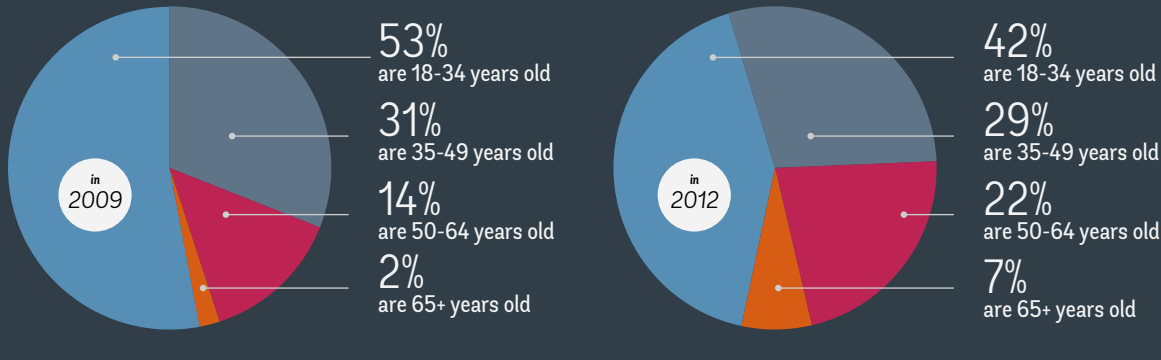


LinkedIn is the only platform for which the 35-49 age group indexes higher for usage than the 18-34 crowd.

17% of U.S. adults think social media is important to meet or network with professional contacts.

## Age Ranges

of social media users



NO TREND CAN CATCH ON WITHOUT THE PARTICIPATION OF A SUBSTANTIAL NUMBER OF U.S. ADULTS. Though younger generations were responsible for starting the shift toward social media, in just three years older adults have begun to show participation levels on par with the original social media fans.

42% of U.S. adults agree the internet is their main source of entertainment.

23% of U.S. adults used social media in the past 30 days to post that they "like" something.

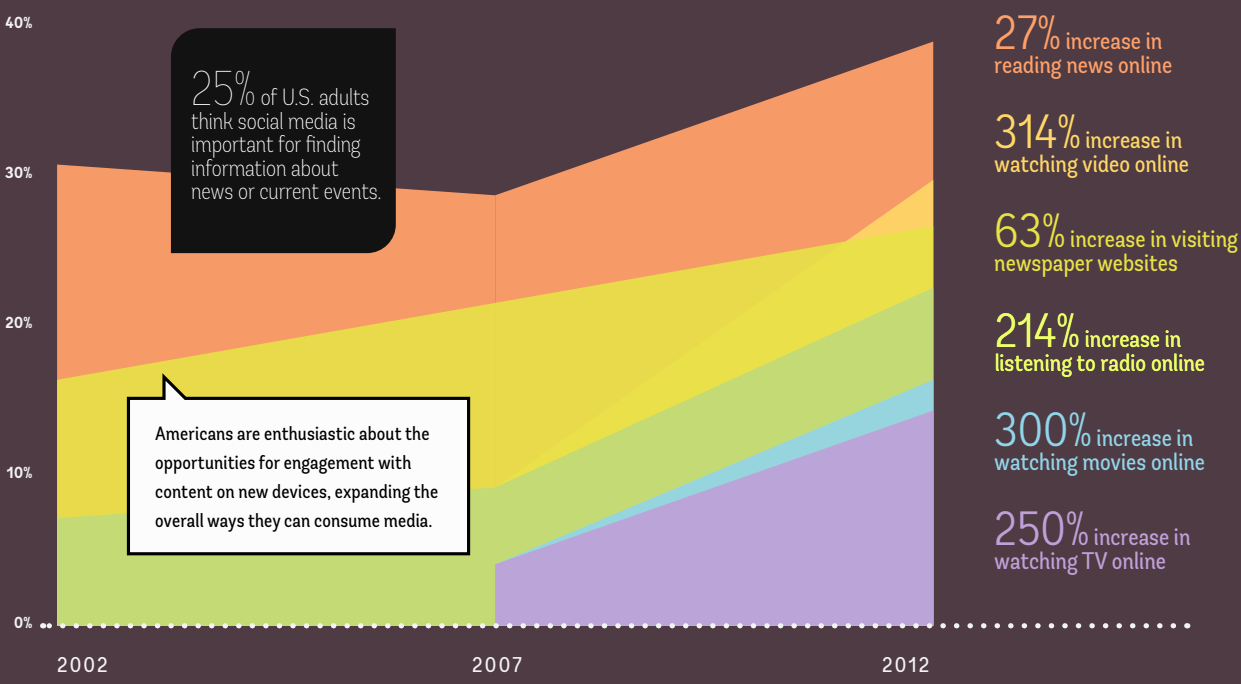
14% of U.S. adults think social media is important for them to show support of their favorite companies or brands.

The percent of U.S. adults who accessed the internet in the past 30 days went from 57% in 2002 to 78% in 2012.

**37% INCREASE**

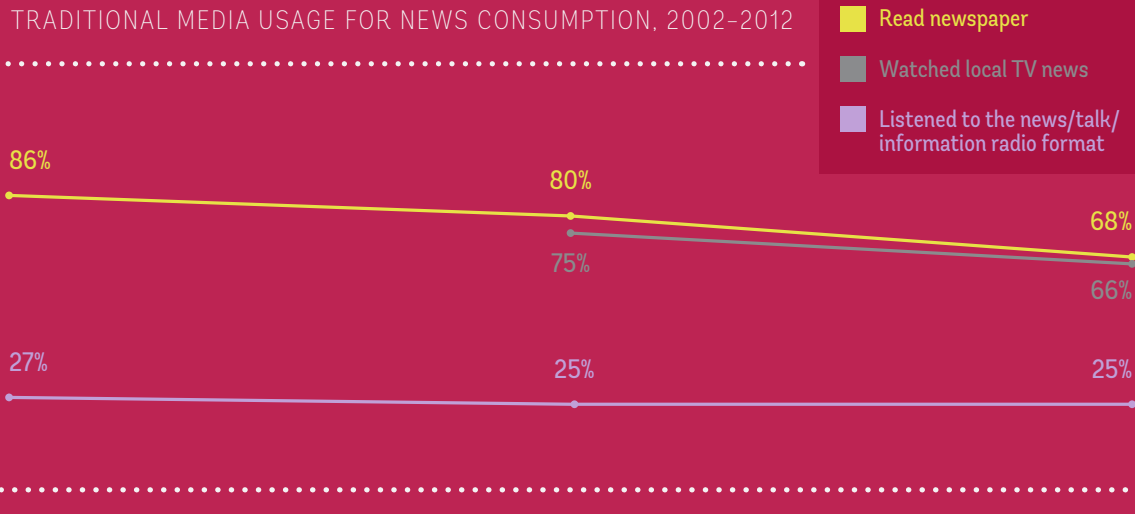
## Digital Media

DIGITAL MEDIA USAGE FOR TOTAL U.S. ADULTS, 2002-2012



## Traditional Media

TRADITIONAL MEDIA USAGE FOR NEWS CONSUMPTION, 2002-2012



While consumption of media on traditional platforms is declining or flat, Americans continue to pursue media.

## Mobile Device Usage

### SMARTPHONES



In 2006, 8% of U.S. adults lived in a household that owned a smartphone. In 2012 it was 44%.

### TABLET PCs



Tablet PC (iPad, Galaxy, Xoom, etc.) ownership went from 7% in 2011 to 19% in 2012.

### NEWSPAPER



In 2011, 9% of people used the newspaper in the past 30 days. In 2012 it was 14%.

### VIDEOS



In 2010, 5% of adults watched video clips on their smartphone. In 2012 it was 16%.

### NEWS, WEATHER, & TRAFFIC

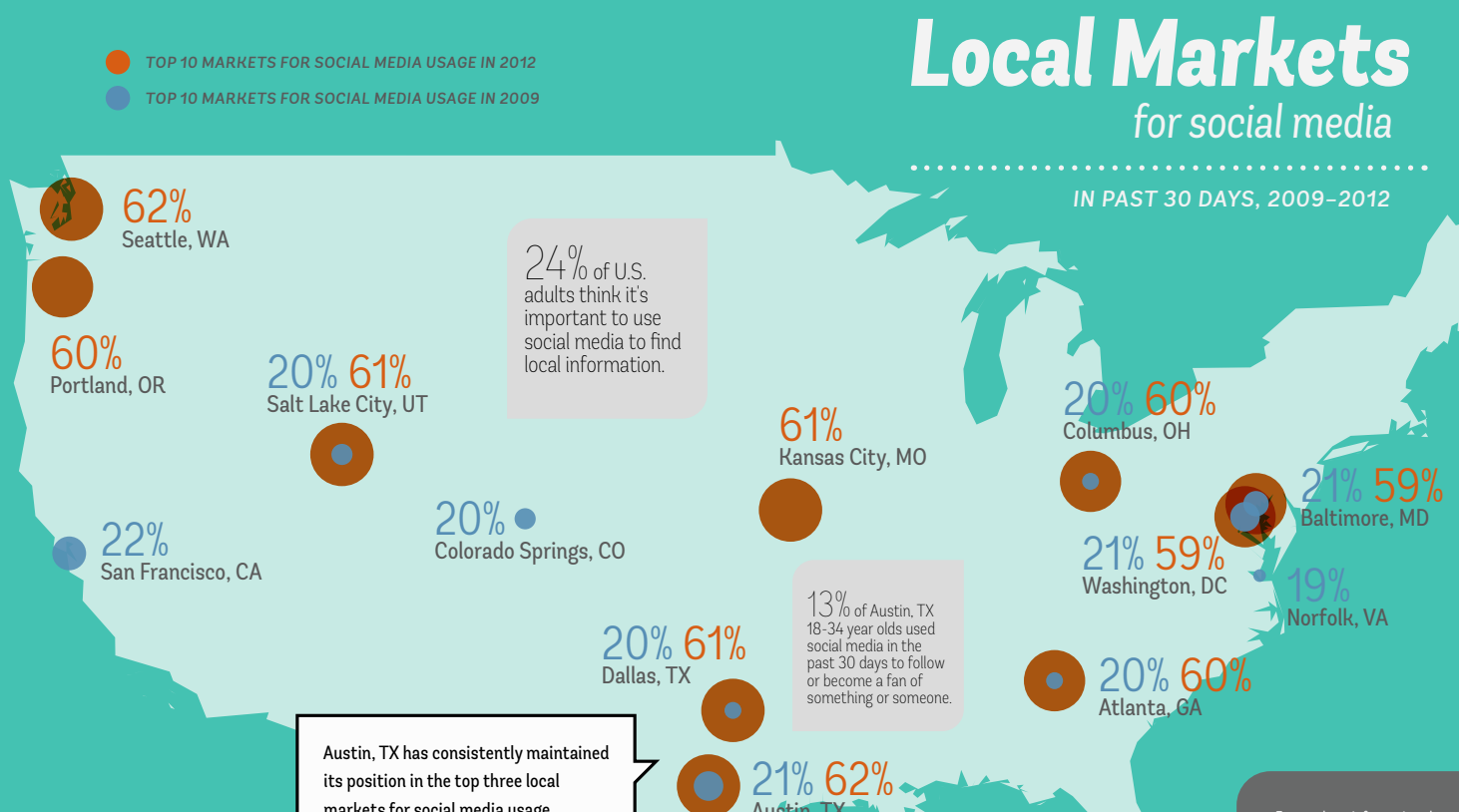


In 2010, 12% of adults got news/weather/traffic from their smartphones. In 2012 it was 28%.

71% of U.S. adults agree that having a mobile device that can do everything is very convenient.

## Local Markets for social media

IN PAST 30 DAYS, 2009-2012



Source: Scarborough USA Study, Release 2, 2002, 2006, 2007, 2009, 2010, 2011, 2012 - Scarborough/GfK MRI Attitudinal Insights Data. © 2013 Scarborough.

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