TWITTER USERS IN SPAIN

#WhoUsesTwitter

January - 2016
TWITTER USERS IN SPAIN_ AUDIENCE DEMOGRAPHICS

Age and gender

- Male: 54%
- Female: 46%

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Index vs TOTAL ONLINERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>21%</td>
</tr>
<tr>
<td>25-34</td>
<td>29%</td>
</tr>
<tr>
<td>35-44</td>
<td>28%</td>
</tr>
<tr>
<td>45-54</td>
<td>16%</td>
</tr>
<tr>
<td>55+</td>
<td>6%</td>
</tr>
</tbody>
</table>

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

* Index base=100 vs. average Spanish onliners.
TWITTER USERS IN SPAIN_ AUDIENCE DEMOGRAPHICS

Social status

EDUCATION
University + Post graduate

41%
Index: 113

INCOME

TOP 25% income level
Index: 115

20%

NUMBER OF CHILDREN

None 1 2 3+
53% 21% 22% 4%
Index: 110 Index: 89 Index: 96 Index: 75

DECISIONS MAKERS

95%
Take part in shopping decisions

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

* Index base=100 vs. average Spanish onliners.
Which of the following devices do you personally own?

- PC /laptop: 103
- Smartphone: 107
- Tablet: 112
- Games console: 114
- Smart TV: 118
- Smart wristband (e.g. Nike Fuelband): 135
- Smart watch: 131

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

* Index base=100 vs. average Spanish onliners.
Here is a list of topics that may interest you. Can you please indicate which of these you are strongly interested in?

- Film/Movies
- Music
- Science and Technology
- Travel
- Food/Restaurants/Cooking
- Books/Reading
- News/Current Affairs
- TV
- Health and Fitness
- Fine arts/culture
- Sports
- Gaming
- Gadgets
- Wildlife/nature
- Fashion and style
- Politics
- Cars/Automobiles
- Beauty products
- Personal Finance / Investment

* Index base=100 vs. average Spanish onliners.

Source: Global Web Index Base: 6000 internet users Q3 2015
Do people often ask your opinion about the following products/services?

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

- **TWITTER USERS IN SPAIN** _INFLUENCE POWER_

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games consoles</td>
<td>172</td>
</tr>
<tr>
<td>Technology/gadgets</td>
<td>154</td>
</tr>
<tr>
<td>Music</td>
<td>145</td>
</tr>
<tr>
<td>Sports</td>
<td>141</td>
</tr>
<tr>
<td>Online Services/applications</td>
<td>140</td>
</tr>
<tr>
<td>Snack products</td>
<td>139</td>
</tr>
<tr>
<td>Mobile phones</td>
<td>138</td>
</tr>
<tr>
<td>Nights Out/socializing</td>
<td>137</td>
</tr>
<tr>
<td>Non-alcoholic drinks/soft drinks</td>
<td>137</td>
</tr>
<tr>
<td>Fine arts/culture</td>
<td>136</td>
</tr>
<tr>
<td>Politics</td>
<td>136</td>
</tr>
<tr>
<td>Business</td>
<td>135</td>
</tr>
<tr>
<td>Computers</td>
<td>134</td>
</tr>
<tr>
<td>Environmental issues</td>
<td>133</td>
</tr>
<tr>
<td>Alcoholic drinks</td>
<td>133</td>
</tr>
<tr>
<td>Fashion/clothing</td>
<td>132</td>
</tr>
<tr>
<td>Books</td>
<td>132</td>
</tr>
<tr>
<td>Financial products</td>
<td>127</td>
</tr>
<tr>
<td>Skincare/haircare/beauty</td>
<td>126</td>
</tr>
<tr>
<td>Films</td>
<td>125</td>
</tr>
<tr>
<td>Grocery products (food)</td>
<td>124</td>
</tr>
<tr>
<td>Fast food</td>
<td>121</td>
</tr>
<tr>
<td>Food/restaurants</td>
<td>121</td>
</tr>
<tr>
<td>Grocery products (non food)</td>
<td>120</td>
</tr>
<tr>
<td>Cars/automobiles</td>
<td>119</td>
</tr>
<tr>
<td>Healthcare/pharmaceutical</td>
<td>113</td>
</tr>
<tr>
<td>Travel/holidays</td>
<td>111</td>
</tr>
<tr>
<td>Non-alcoholic drinks/soft drinks</td>
<td>106</td>
</tr>
</tbody>
</table>

*Index base=100 vs. average Spanish onliners.*
## TWITTER USERS IN SPAIN _ATTITUDES AND LIFESTYLE_

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Index*</th>
</tr>
</thead>
<tbody>
<tr>
<td>79% When i need information, Internet is the first place to go</td>
<td>118</td>
</tr>
<tr>
<td>72% Once I find a brand I like I tend to stick to it</td>
<td>110</td>
</tr>
<tr>
<td>68% I like to try new products</td>
<td>118</td>
</tr>
<tr>
<td>47% I like to stand out in a crowd</td>
<td>122</td>
</tr>
</tbody>
</table>

* Index base=100 vs. average Spanish onliners.
TWITTER USERS IN SPAIN_ TWITTER USAGE

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

**FREQUENCY OF USING TWITTER**

- Several times a day: 48%
- Once a day: 18%
- Several times a week: 16%
- Once a week: 8%
- Several times a month: 5%
- Once a month or less: 5%

**TIMES OF THE DAY**

- Midnight - 7am
- 7am - 9am
- 9am - Noon
- Noon - 3pm
- 3pm - 6pm
- 6pm - 9pm
- 9pm - Midnight

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

- I like the brand: 39%
- To be notified of special offers/promotions/sales: 38%
- To stay up to date with news about the brand: 37%
- To learn about new product/service releases: 32%
- They Tweet interesting/entertaining content: 30%
- I’m a current customer: 28%
- To take part in competitions/contests: 27%
- To get freebies: 27%
- For customer service and support: 25%
- To leave feedback about my experiences: 24%
- For access to exclusive content: 23%

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

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

### Dual Screening Devices Usage While Watching TV

<table>
<thead>
<tr>
<th>Device</th>
<th>Total Online Population (Spain)</th>
<th>Twitter Users in Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablet</td>
<td>100</td>
<td>123</td>
</tr>
<tr>
<td>Mobile</td>
<td>100</td>
<td>120</td>
</tr>
<tr>
<td>Laptop</td>
<td>100</td>
<td>109</td>
</tr>
</tbody>
</table>

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

- Sharing your opinion of a TV show: 100
- Interacting with the online content of the TV show: 100
- Checking social networks: 100
- Looking for information related to what I'm watching: 100

Total online population (Spain): 193
Twitter users in Spain: 178

142
131

Source: Global Web Index Base: 6000 internet users Q3 2015
You mentioned you used Twitter whilst watching TV. How frequently do you do the following on Twitter whilst watching TV?

**Use Twitter during TV advert breaks**: 92%

**Focus on Twitter whilst TV is on in the background**: 89%

**Searched on Twitter for a brand/product seen on a TV advert**: 76%

**Tweet about a TV advert during the TV show**: 68%

Source: Nielsen Twitter Consumer Deep Dive Survey, July 2015, Spain
Base: 1812 Twitter users in Spain
### TWITTER USERS IN SPAIN_ TV&TWITTER

Which of the following best describes you?

#### TV&TWITTER KNOWLEDGE ABOUT TV

<table>
<thead>
<tr>
<th>Category</th>
<th>Expert / Know a lot about TV</th>
<th>Pretty knowledgeable</th>
<th>Know a little / Don’t care</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter Users</strong></td>
<td>16%</td>
<td>27%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Non Twitter Users</strong></td>
<td>6%</td>
<td>15%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Source: IPSOS MediaCT, June 2015 Base: Twitter Users 18-49 (n=589) and Twitter Non-Users 18-49 (n=431)  June 2015
TWITTER USERS IN SPAIN

#FIN