



06-04-2010

## 32% of British surfers use mobile social media

32% of British internet users surf to social media sites via their mobile phone. Globally this percentage is 26%. Asia and North America are frontrunners in this. The Western European average is also 26%, which means the UK is the global frontrunner. These are the results of a global study carried out by InSites Consulting in 14 countries among 2,800 respondents.

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Mobile users are furthermore the most intensive visitors of social media sites. Given the positive evolution of mobile internet, we can expect a further growth of social media use, predicts research agency, InSites Consulting.

### Mobile users are intensive users

Surfers who consult social media via their mobiles log in an average of three times per day. The average for people without mobile access is 1.5 times per day. Mobile users are also more active when it comes to sending messages, uploading photos and becoming fans of brands.

"As a result of mobile internet, consumers can immediately share their impressions with their network, which increases the spontaneity of these messages. Expectations for the growth of mobile internet are positive, which means the use of social media will increase even more over the coming years," says Steven Van Belleghem, Managing Partner of InSites Consulting.

### 25% of British companies do not permit the use of Facebook at work

25% of British employees have no access to Facebook or other social network sites at work. The UK is hereby one of the least tolerant countries when it comes to limiting social media use at work. Globally, 20% of employees have no access to websites such as Facebook. Consumers in North & South America and Australia in particular face these limitations. Eastern Europe and Asia have the fewest limitations.

"Companies who exclude their commercial people from social media are effectively cutting off their teams from consumers. Companies that do so are sending the message that they are not interested in having a relationship with consumers" says Steven Van Belleghem.

*These research details are the result of a market research study organized by InSites Consulting in January 2010. This market research mapped the usage of and attitude towards social networks. A total of 2.884 consumers participated in this online survey, spread over 14 countries, i.e. Belgium, the Netherlands, the United Kingdom, France, Germany, Spain, Italy, Portugal, Brazil, the United States, Australia, Romania, Russia & China. The results are representative of each country's Internet population, spread on age (18-55) and gender. The full report is available on SlideShare (<http://www.slideshare.net/stevenvanbellegem/social-networks-around-the-world-2010>).*

Press release - 06-04-2010

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### **InSites Consulting**

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