

SMARTPHONES and FACEBOOK:

An Obsessive Match



57%
of the U.S.
population uses
smartphones.



In 2017,
it's projected that
number will reach
68%



The average
daily time spent
communicating
on a smartphone is: **132**
minutes.

The average daily time
spent on **Facebook**: **32:51**
minutes.



Users are **twice** as active
on their smartphones during the
weekends compared to weekdays.

TOP 5 ACTIVITIES ON FACEBOOK



- ▶ Read my news feed (**82%**)
- ▶ Post comments on friends' updates (**49%**)
- ▶ Post status updates (**38%**)
- ▶ Visit friends' timelines (**37%**)
- ▶ Message friends directly (**33%**)

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



79%
of respondents have their phone
on or near them for all but up to
2 hours of their waking day.

25% of respondents
can't recall the last time their
phone was **not nearby**.

How we feel using social
communication on
smartphones:

Connectedness,
excitement,
curiosity &
productivity.

