

THE STATS ON MOBILE

With 31 million U.S. users going online via their smartphones and tablets in 2016,² mobile presents an unparalleled opportunity to reach consumers.

Michigan.com has the largest mobile audience in Michigan!¹

REACH

- » Michigan.com reaches 7.5 million unique visitors on mobile per month!¹
- » 8 in 10 people in the U.S. use a mobile phone²
- » Over 50% of the population uses a tablet¹

BEHAVIOR

- » Michigan.com delivers 51 million mobile page views per month¹
- » 66% of all digital time is now spent on a mobile device³
- » 68% of smartphone owners use their phone to follow along with breaking news events⁵

INFLUENCE

- » 91% use mobile for inspiration in the middle of a task⁴
- » 82% of users turn to their devices to make product decisions⁴
- » 70% of consumers tried a new packaged good or brand after seeing a mobile ad⁶



4 OUT OF 5 MOBILE USERS
HAVE A SMART PHONE



91%
OF SMARTPHONE
USERS HAVE IT
IN REACH AT
ALL TIMES



82%
OF USERS
TURN TO THEIR
DEVICES TO
MAKE PRODUCT
DECISIONS

MOBILIZE YOUR MARKETING MESSAGE

The numbers don't lie, mobile is everywhere—everywhere your customers are. Are you ready to reach consumers wherever there are? We've got the insight, strategy, and mobile solutions to reach your consumers at home and on the go.



Sources

1. comScore December 2016
2. "US Internet Users Rely on Mobile Devices for Digital Access," eMarketer 3/2/2016
3. "Two-Thirds Of All Digital Time Is Now Spent On A Mobile Device," by David Bolton; Arc 9/13/16
4. Morgan Stanley Survey 2011; "Consumers in the Micro-Moment" Google /Ipsos March 2015
5. "U.S. Smartphone Use in 2015," Pew Research Center; 4/1/2015
6. "NinthDecimal CPG Mobile Audience Insights Report Reveals New Data Around Mobile's Continued Transformation of Consumers' Path-to-Purchase," 1/21/15