

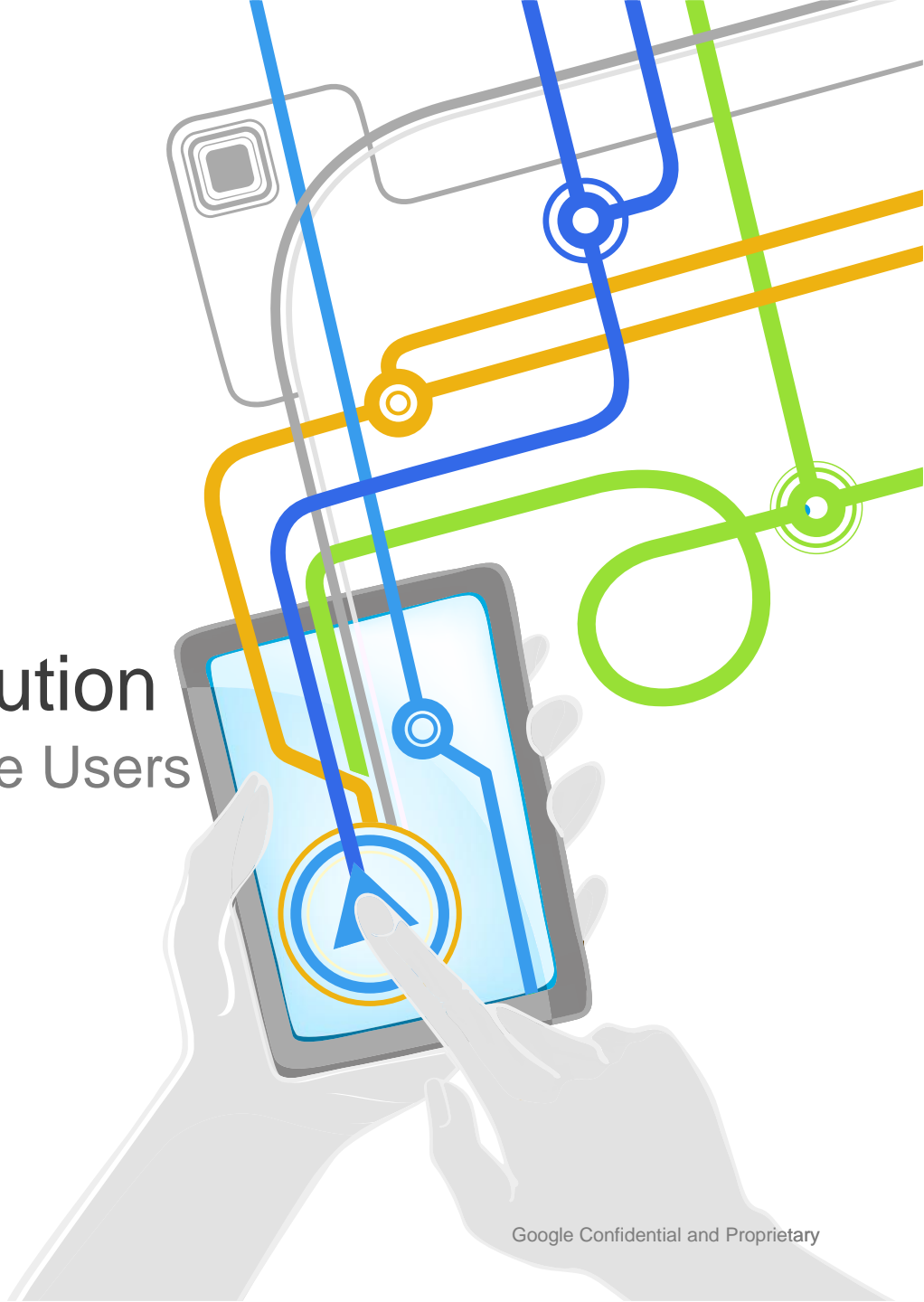


Ipsos MediaCT
The Media, Content and Technology Research Specialists

Mobile Consumer Evolution

Understanding UK Smartphone Users

July 2011



Agenda

1 Smartphone Usage

2 Local Information Seekers

3 Purchase Driven Shoppers

4 Reaching the Smartphone User

Research Objectives

Gain a deep understanding of smartphone consumer behaviour, specifically with regard to:



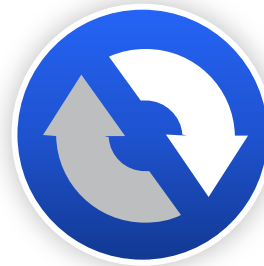
How are smartphones used in **daily life**?



How do consumers **multi-task** with their smartphones?



What types of info are consumers **searching** for on mobile ?



What role do **smartphones** play in decision making for products & services?



How do consumers respond to **mobile ads**?

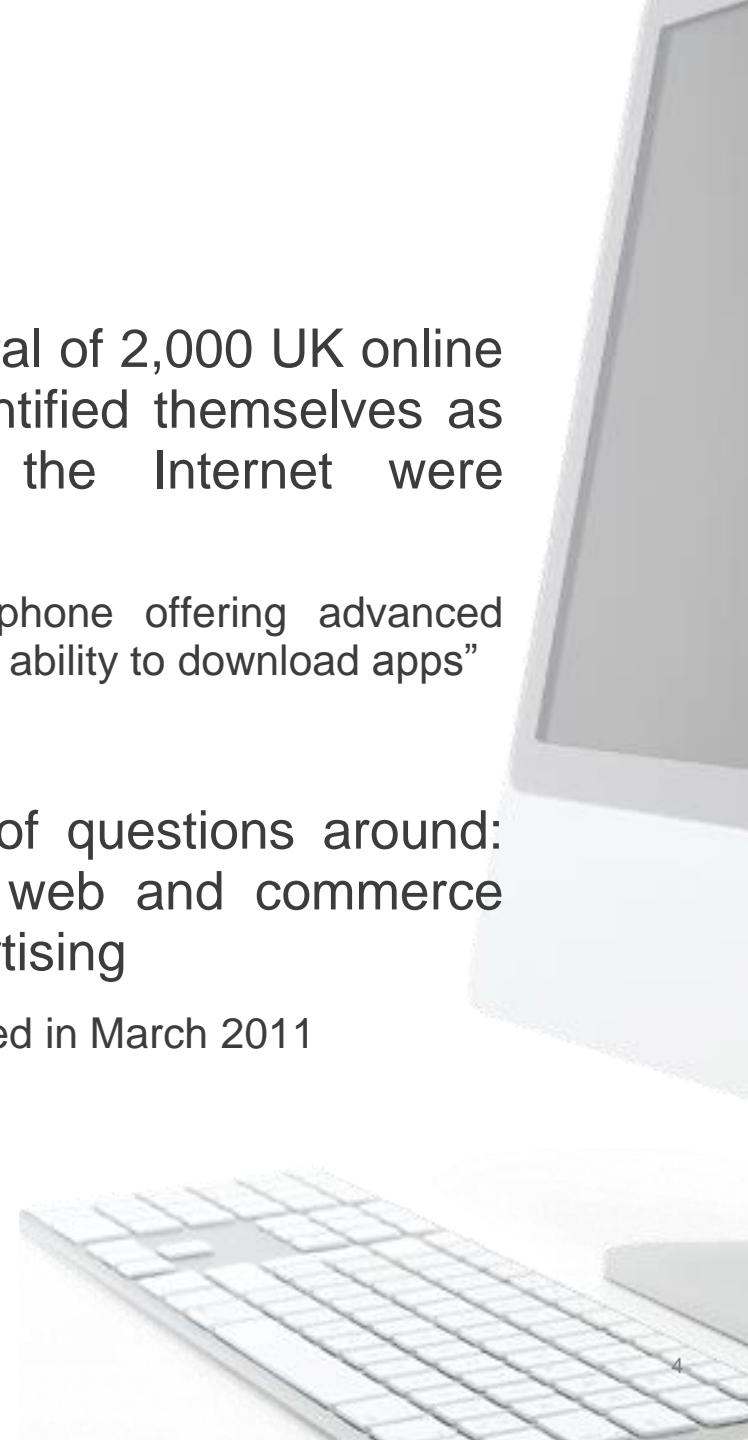
Research Methodology

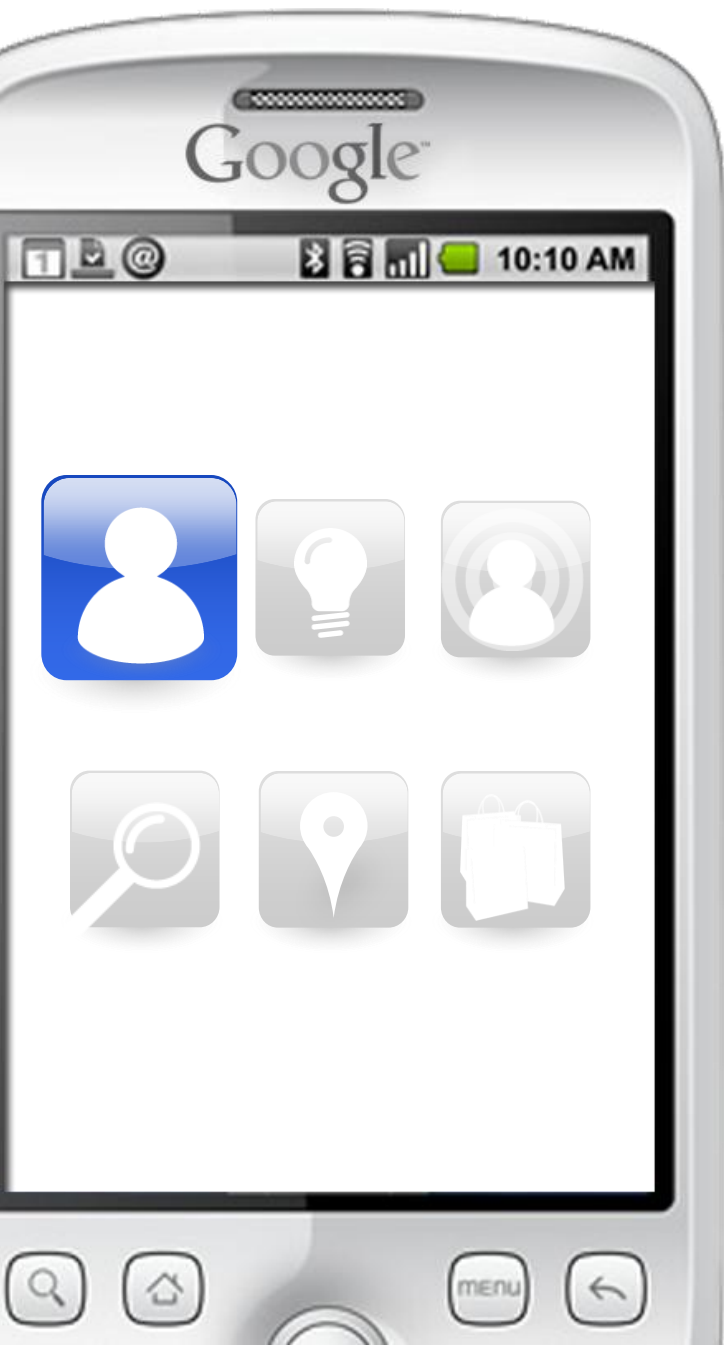
In partnership with Ipsos MediaCT, a total of 2,000 UK online adults (18-64 years of age) who identified themselves as using a smartphone to access the Internet were interviewed.

- A smartphone is defined as “a mobile phone offering advanced capabilities, often with PC-like functionality or ability to download apps”

Respondents were asked a variety of questions around:
device usage, mobile search, web and commerce
behaviour, mobile advertising

- Interviews were conducted in March 2011





General Smartphone Usage

1

Smartphones Are Embedded Into Daily Life

A photograph showing several people's hands holding smartphones. One person in the foreground is holding a banana. The background is slightly blurred, showing more people and what appears to be a public setting like a train or bus.

55%

Go online via their
Smartphones **every day**

A Consumer's Always-on Companion

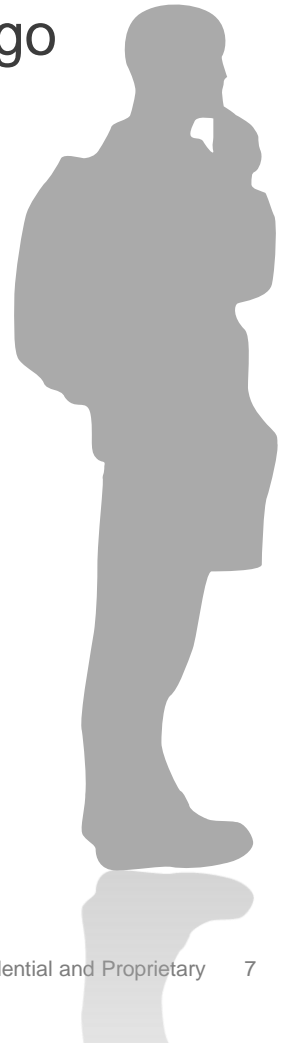
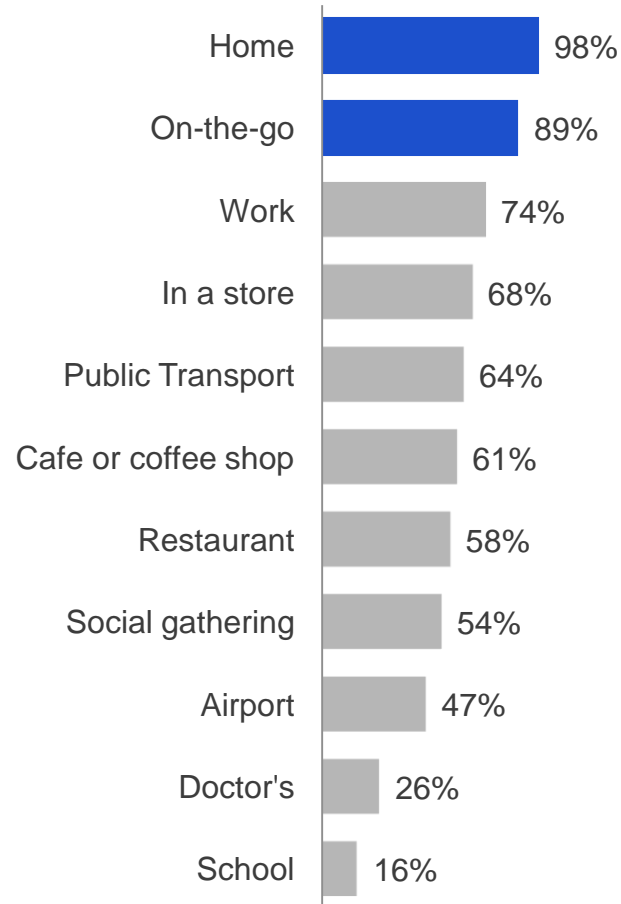
98%

Home

89%

On-the-go

Where Smartphone Is Used



Smartphones Serve As Pocket PCs and Extend Desktop Experience

51%

Browsed the internet

Smartphone Activities Within Past Week
(Excluding Calls)

42%

Used a search engine

38%

Used an App

18%

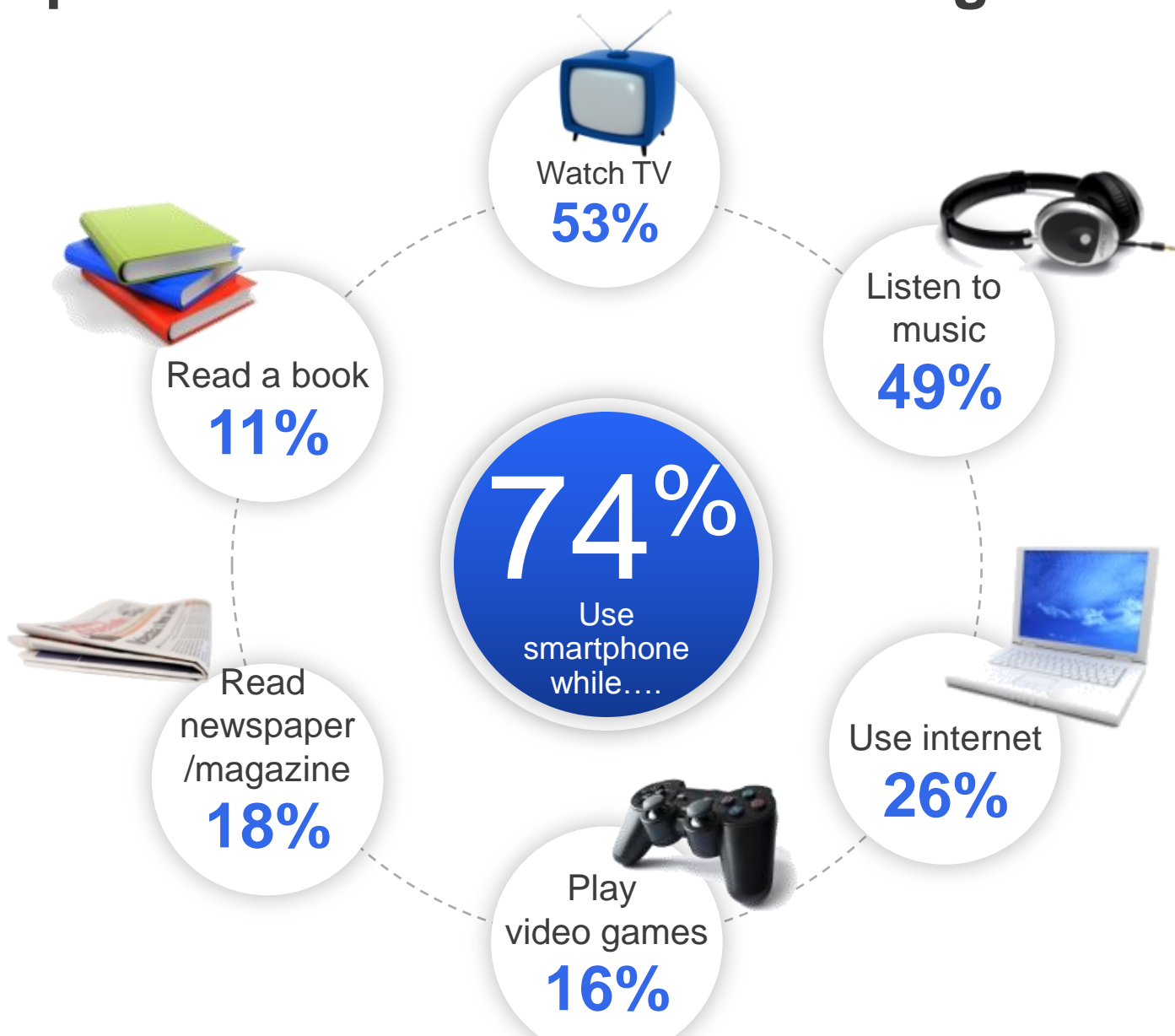
Watch videos

Base: Private Smartphone users who use the internet in general, n= 2000

Q23: Which of the following activities do you do with your Smartphone?

Please indicate whether you ever do this at all and if yes if you did this within the last 7 days.

Smartphones Used While Consuming Other Media



Base: Private Smartphone users who use the internet in general and who were online yesterday with their Smartphone, n= 1546
Q22: When you use the Internet on your Smartphone which if any of the following - do you do at the same time?
Please note that we mean doing things on other devices - not doing many things at the same time on your Smartphone.

Multiple Triggers to Always-on Smartphone Usage



65%

Pass the time when waiting

52%



Quick source of information for an immediate answer



48%

Mobile internet seen as “a kind of modern accessory”

7%



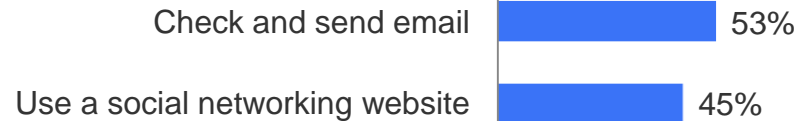
No other Internet access (at home)

Smartphones Help Us With Our Daily Lives

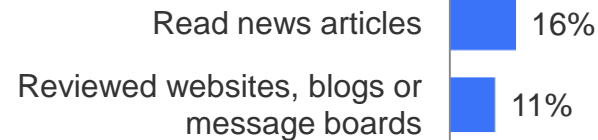
Activities within the last 7 days



Stay Connected



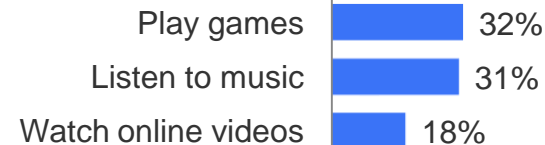
Research and Read news



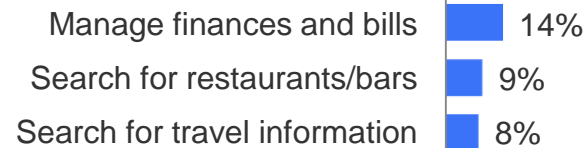
Navigate



Keep Entertained



Manage and Plan



1 in 5 Would Rather Give up TV than their Smartphone



22%

I'd rather give up
my TV than my
Smartphone



18%

I'd rather give up my
desktop PC than my
Smartphone

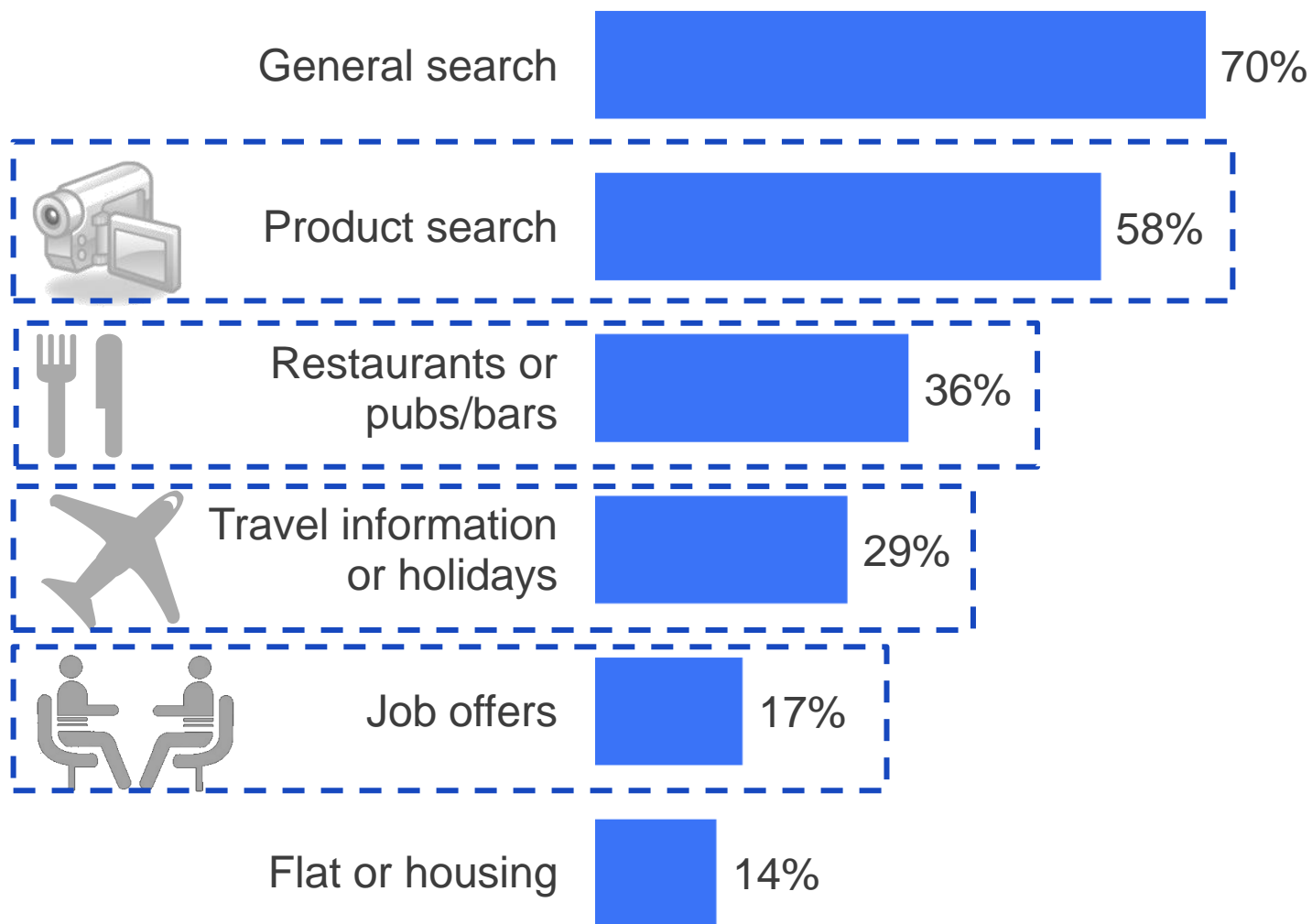


21%

I read newspapers/magazines less often (if at
all), as I prefer to access this content on my
Smartphone

Smartphone Searchers Look For a Wide Variety of Information

Types of Info Sought Using Search Engine (Via Smartphone)

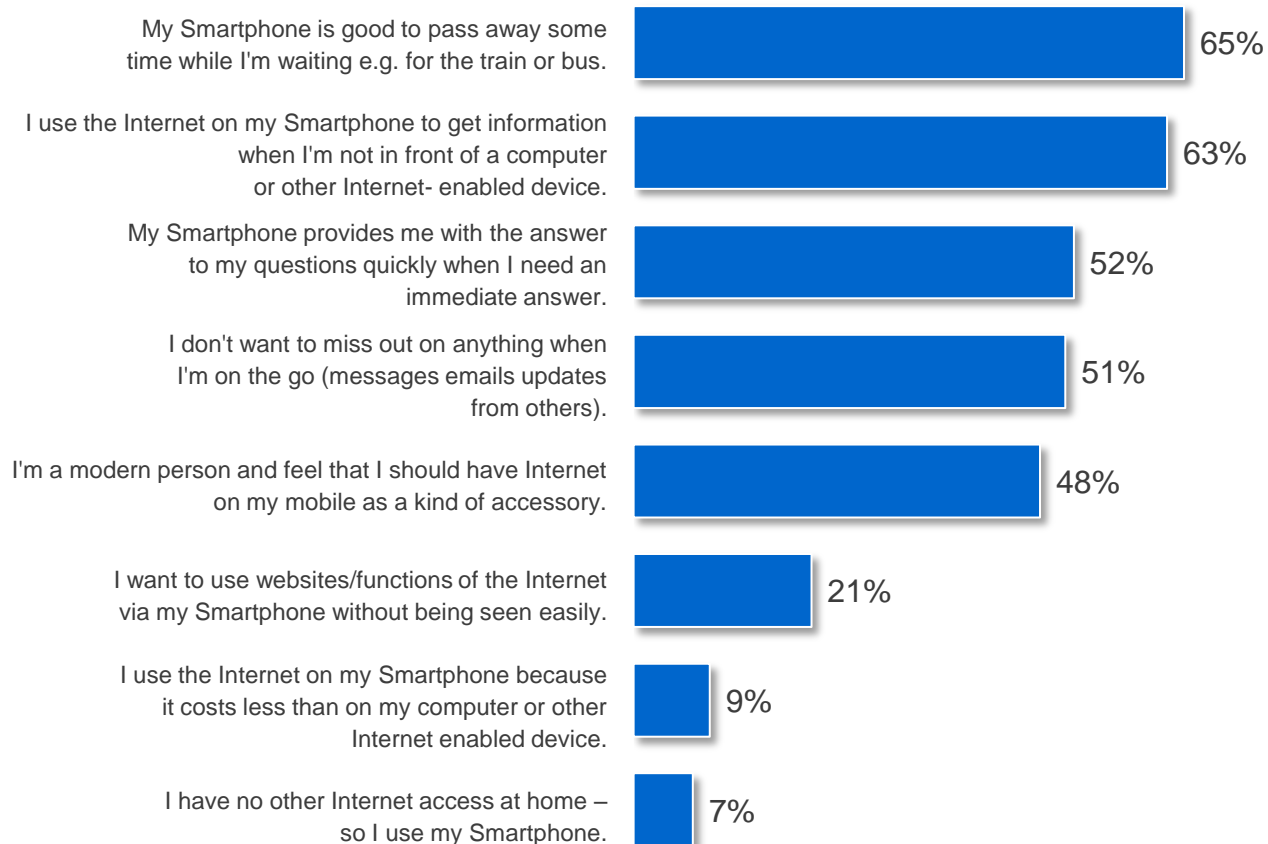


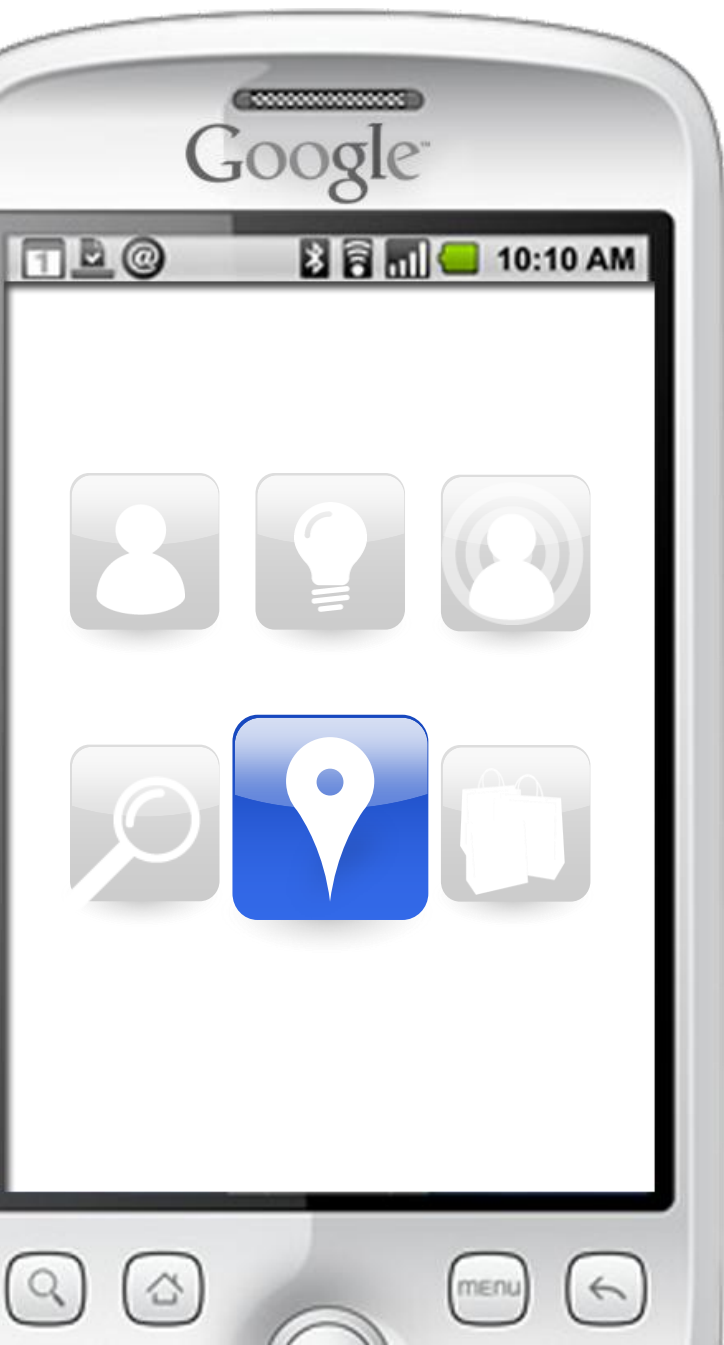
Base: Smartphone Users Who Use Search (4902).

Q. Which of the following types of information do you look for using a search engine on your smartphone?

Reasons to Use a Smartphone

Reasons to use a Smartphone





Local Information Seekers

2

81%

Smartphone users have looked for local information

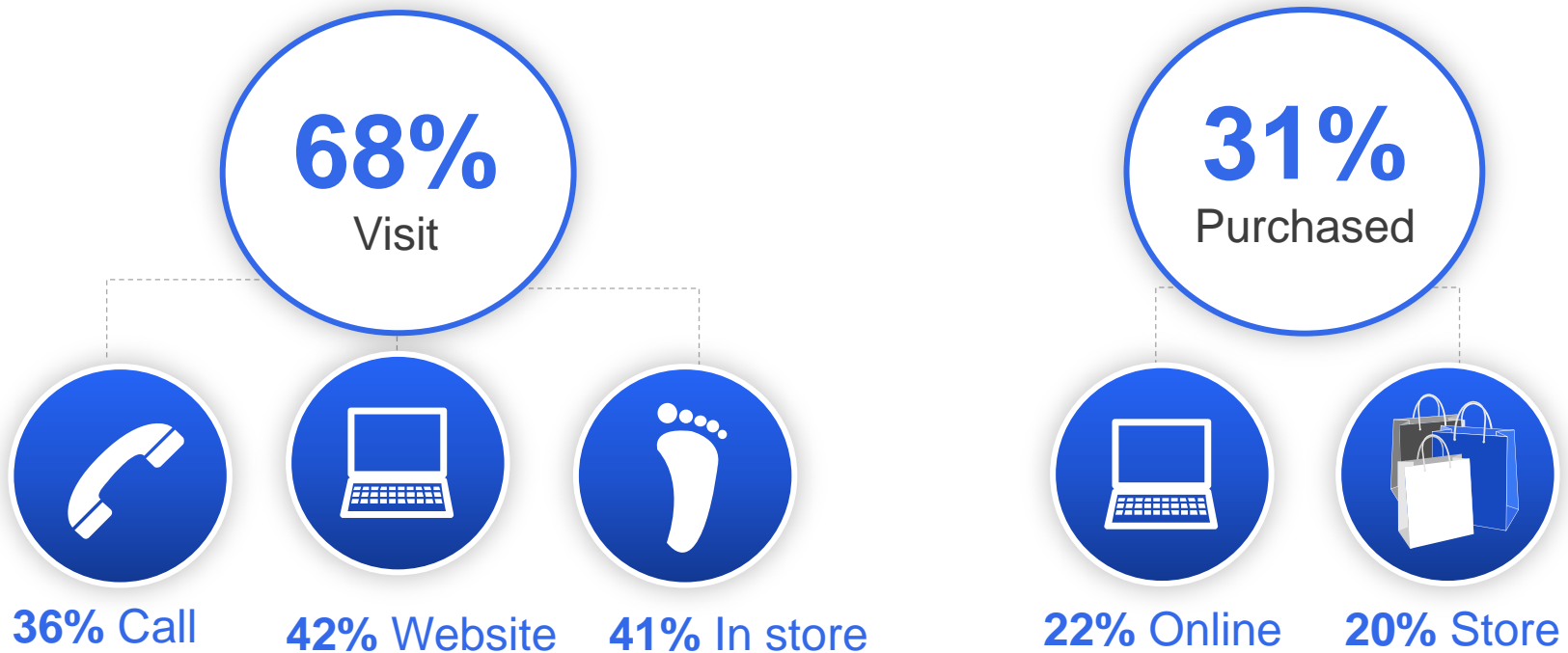


Base: Private Smartphone users who use the internet in general / who look at least less than once a month for information

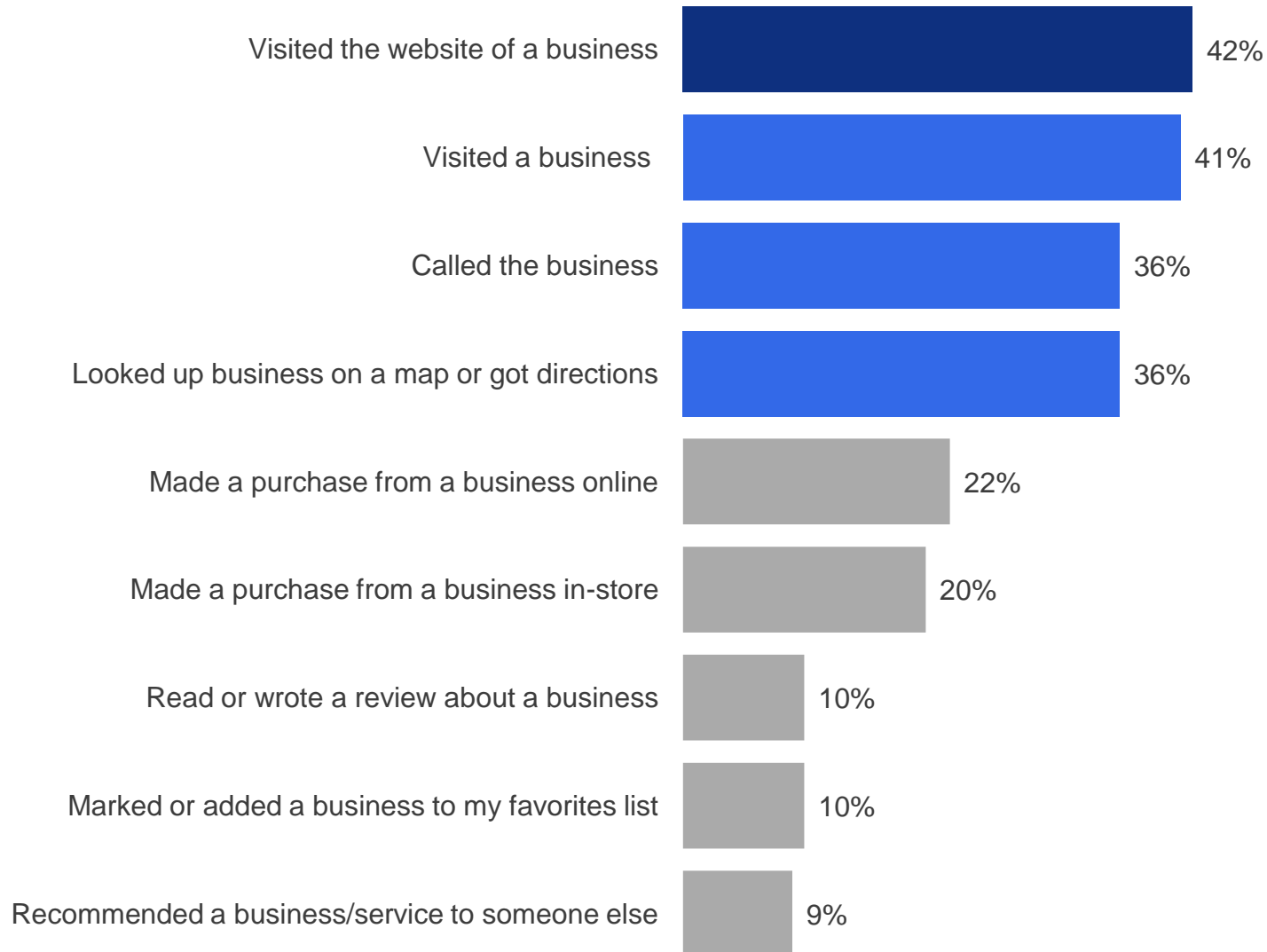
Q33: How often do you do searches (via Google Yahoo! Bing etc.) on your ... ?

Local Information Seekers are Ready to Buy

Actions Taken As a Result of a Looking for Local Information



Actions Taken After Accessing Local Content





Purchase Driven Shoppers

3



45%

Use a Smartphone during their shopping process

Mobile is Transforming Everyday Shopping Behaviour



45%

Of Smartphone owners use the phone in their purchase process



24%

Intentionally carry a Smartphone when shopping to compare prices and for information



21%

Have changed their mind about purchasing a product or service in store as a result of information gathered on their Smartphone

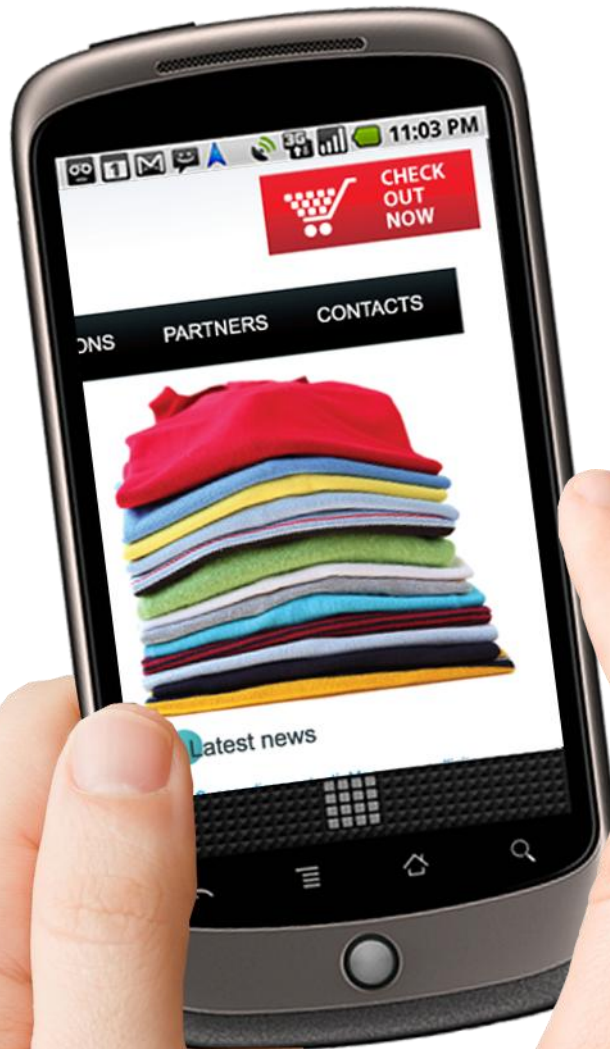
Base: Private Smartphone users who use the internet in general, n= 2000; Top-2 boxes

Q52: To what extent do you agree to each of these statements? Please answer on a scale from 1 to 5.

A "1" means that you completely disagree with the statement a "5" means that you completely agree with the statement.

Q49: When during your shopping process do you generally use your Smartphone?

Smartphone Users Purchase on their Phones



28%

Have
purchased
on their
Smartphone

Majority of Smartphone Shoppers Purchase

Ever Made A Purchase
after researching on a smartphone?

Yes
51%

Purchase Channel

Online using
a computer: **37%**



In-store: **24%**



Smartphone: **20%**



Top Items Purchased on the Smartphone

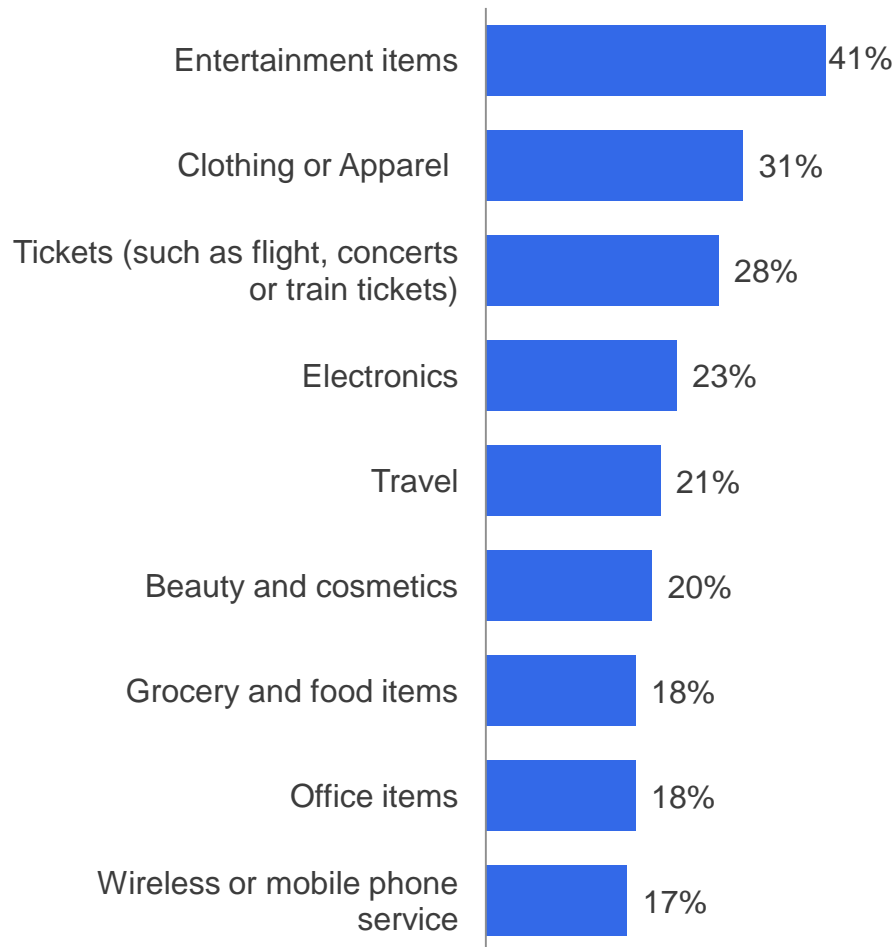


Entertainment
41%



Tickets
28%

Most-bought items by Smartphone shoppers



Clothing
31%



Electronics
23%

Base: Purchased Products after researching on the smartphone n=407
Q48: Listed below are various products or services.
For each of these products or services please indicate which statement applies to you.



Reaching the Mobile User

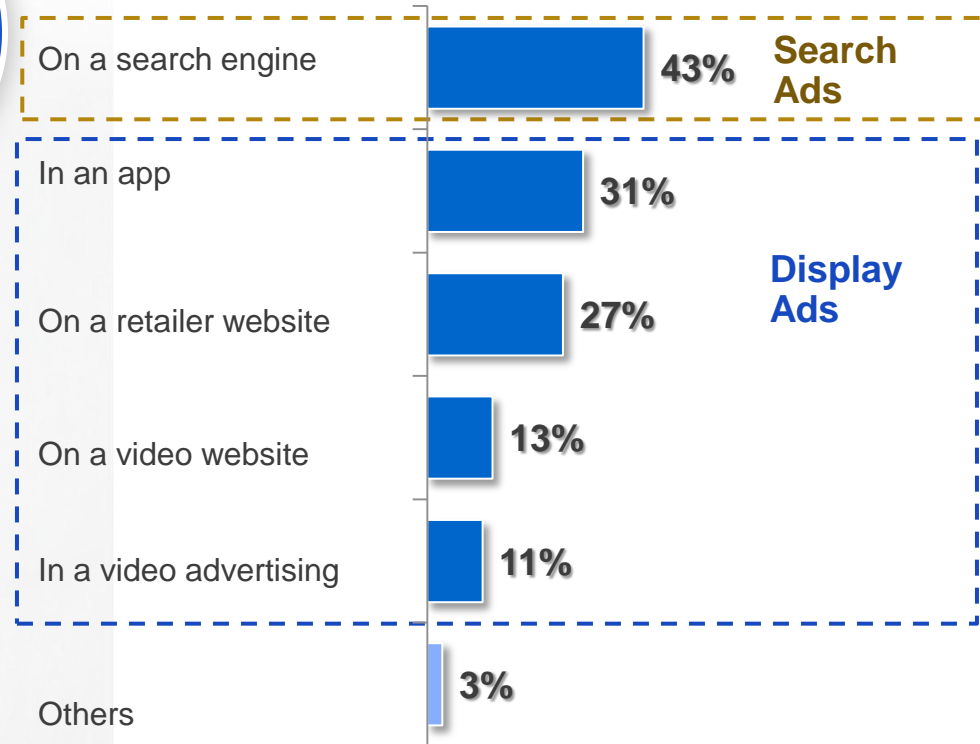
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A Vast Majority Notice a Mobile Ad

Notice Ads
on Smartphone

87%

Types of Mobile Ads Noticed



28% of Those Who See a Mobile Ad Take Action

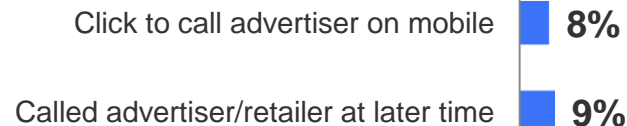
Actions Ever Taken As a Result of Seeing A Mobile Ad



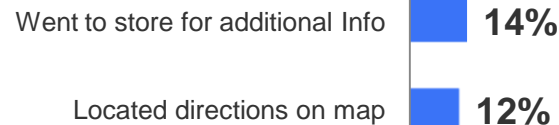
Looked for More Information



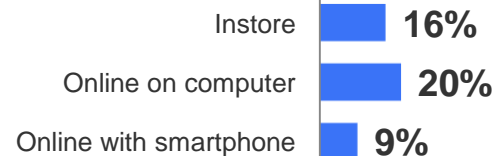
Contacted Advertiser



Visit / Locate Retailer



Purchase



44% Clicked on Ad | **34%** Visit website

M-Coupons are a Welcome Prospect

29%

Would not mind receiving ads on their Smartphone if they received any kind of rewards or freebies

14%

Have already used a mobile coupon instore

Summary of Findings and Implications



Extend online advertising strategies to mobile as consumers use their Smartphones to help with all aspects of their daily lives.



Be found via mobile search as consumers regularly use their phones to find and act on information.



Incorporate location based products and services and make it easy for mobile customers to reach you because local information seeking is common among smartphone users and they are most ready to act on the information they find.



Develop a comprehensive **cross-channel strategy** as mobile shoppers use their phones in-store, online and via mobile website and apps to research and make purchase decisions. **Have a mobile-optimized website** so consumers can easily complete their goals.



Implement an integrated mobile ads marketing strategy as people use their smartphones while consuming other media and are influenced by it. **Ensure your mobile ads are engaging and appear prominently** as a majority of mobile users notice mobile ads and take action on them.

Global Research Rolling Out

Americas

US

NACE / SEEMA

UK
Germany
France
Spain
Italy
Austria
Switzerland
Czech Republic
Poland

Finland
Norway
Sweden
Netherlands
Denmark
Turkey
Israel
South Africa
Russia

APAC

Japan
Korea
China
Hong Kong
Thailand
Australia
India
Indonesia
Singapore
Malaysia

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