



# Our Mobile Planet: Ireland

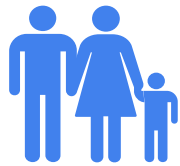
Understanding the Mobile Consumer

May 2013



**Ipsos MediaCT**  
The Media, Content and Technology Research Specialists

# Executive Summary



**Smartphones have become an indispensable part of our daily lives.** Smartphone penetration has risen to 57% of the population and these smartphone owners are becoming increasingly reliant on their devices. 67% access the Internet every day on their smartphone and most never leave home without it. **Implication:** Businesses that make mobile a central part of their strategy will benefit from the opportunity to engage the new constantly connected consumer.



**Smartphones have transformed consumer behaviour.** Mobile search, video, app usage and social networking are prolific. Smartphone users are multi-tasking their media with 87% using their phone while doing other things such as watching TV (56%). **Implication:** Extending advertising strategies to include mobile and developing integrated cross-media campaigns can reach today's consumers more effectively.



**Smartphones help users navigate the world.** Appearing on smartphones is critical for local businesses. 91% of smartphone users look for local information on their phone and 89% take action as a result, such as making a purchase or contacting the business. **Implication:** Ensuring that clickable phone numbers appear in local results and leveraging location based services on mobile make it easy for consumers to connect directly with businesses.



**Smartphones have changed the way that consumers shop.** Smartphones are critical shopping tools with 83% of users having researched a product or service on their device. Smartphone research influences buyer decisions and purchases across channels. 44% of smartphone users have made a purchase on their phone. **Implication:** Having a mobile-optimised site is critical and a cross-channel strategy is needed to engage consumers across the multiple paths to purchase.



**Smartphones help advertisers connect with consumers.** Mobile ads are noticed by 90% of smartphone users. Smartphones are also a critical component of traditional advertising as 66% have performed a search on their smartphone after seeing an offline ad. **Implication:** Making mobile ads a part of an integrated marketing strategy can drive greater consumer engagement.

# Understanding the Mobile Consumer

This survey is designed to gain insights into how consumers use the Internet on their smartphones

In detail:

- Facts and figures about smartphone adoption and usage
- Internet usage in general, search, video, social networking, mobile advertising and m-commerce behaviour via smartphones
- This country report is part of a global smartphone study conducted in multiple countries. Visit [thinkwithgoogle.com/mobileplanet](http://thinkwithgoogle.com/mobileplanet) for access to additional tools and data



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



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



What **activities** are consumers conducting on their smartphones?



What role do smartphones play in the **shopping** process?



How do consumers respond to **ads**, offline and on mobile?

# Agenda

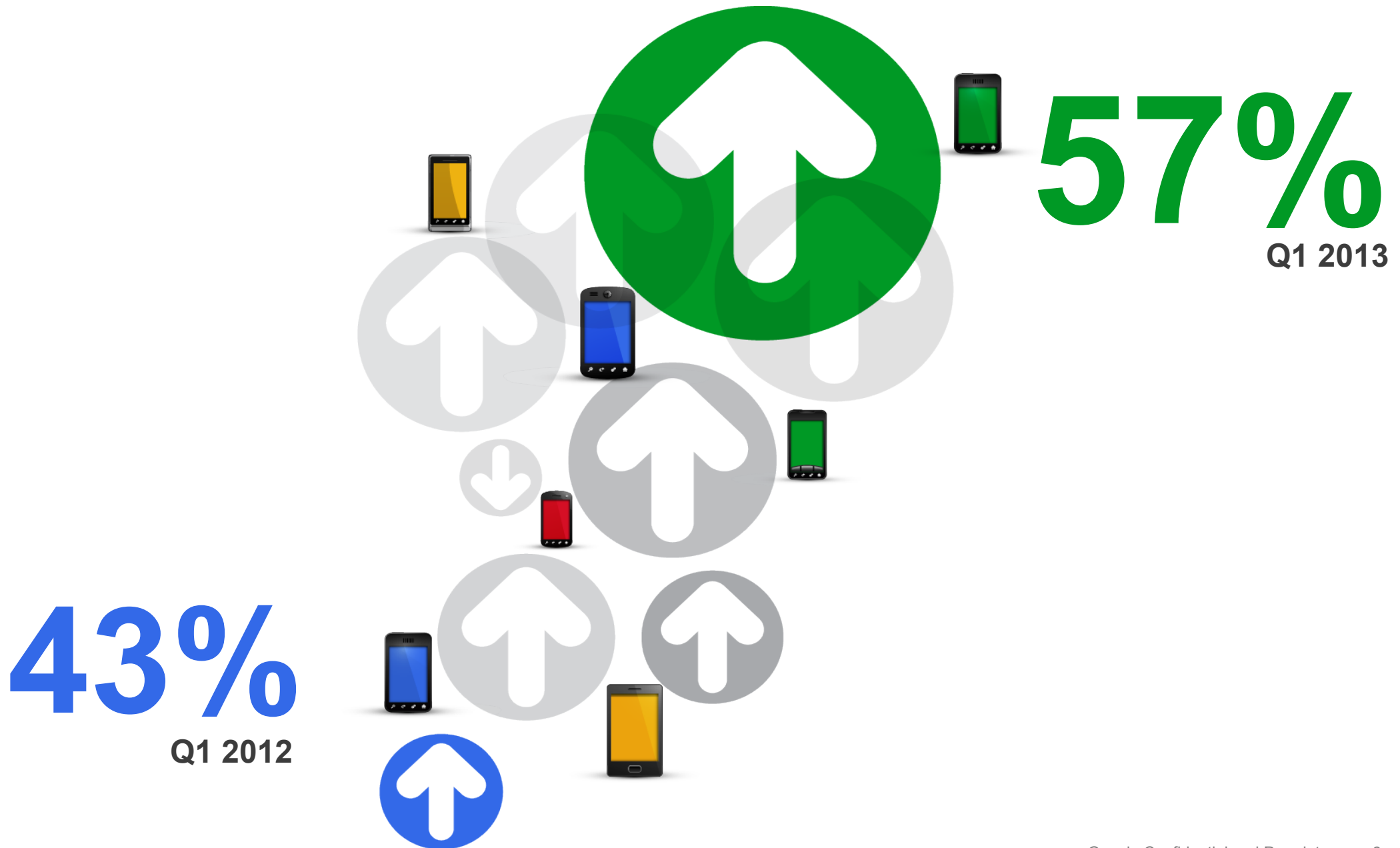
- 1** Smartphones are Indispensable to Daily Life
- 2** Smartphones Have Transformed Consumer Behaviour
- 3** Smartphones Help Users Navigate the World
- 4** Smartphones Change the Way that Consumers Shop
- 5** Smartphones Help Advertisers Connect with Customers



# SMARTPHONES ARE INDISPENSABLE TO DAILY LIFE



# Smartphone Penetration is on the Rise



Base: National representative population 16+, n= 900  
Q1: Which if any of the following devices do you currently use?

# Smartphones are a Central Part of Our Daily Lives

# 67%

have used their smartphones every day in the past 7 days

Base: Private smartphone users who use the Internet in general, Smartphone n= 900  
Q18: Thinking about the last seven days, on how many days were you online with ...?

# Smartphones are Always On, Always with You

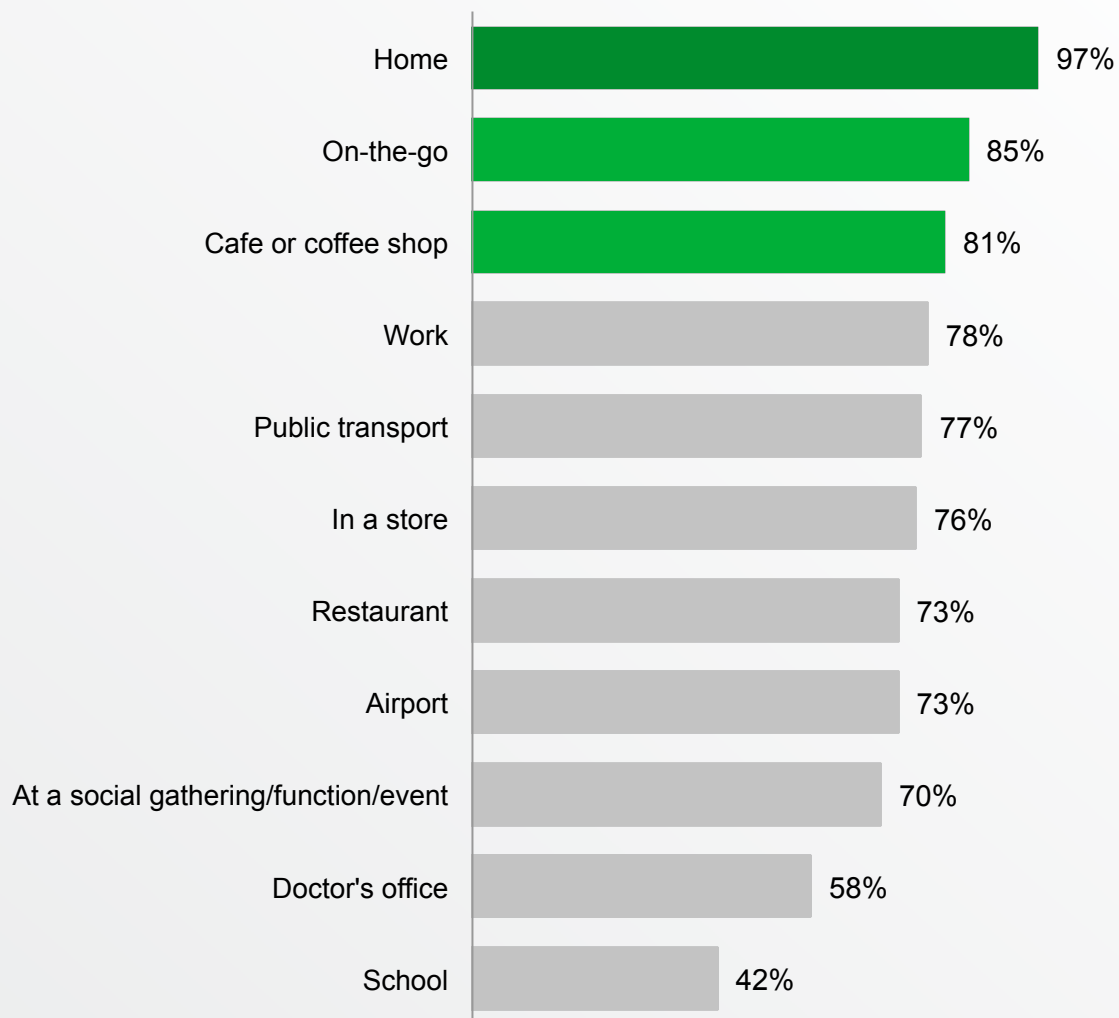


**76%**  
don't leave home without  
their device

Base: Private smartphone users who use the Internet in general, Smartphone n= 900

Q52: To what extent do you agree to each of these statements?, Top2 Boxes; scale from 5 – completely agree to 1 – completely disagree. "I don't leave house without my smartphone"

# Smartphones Are Used Everywhere

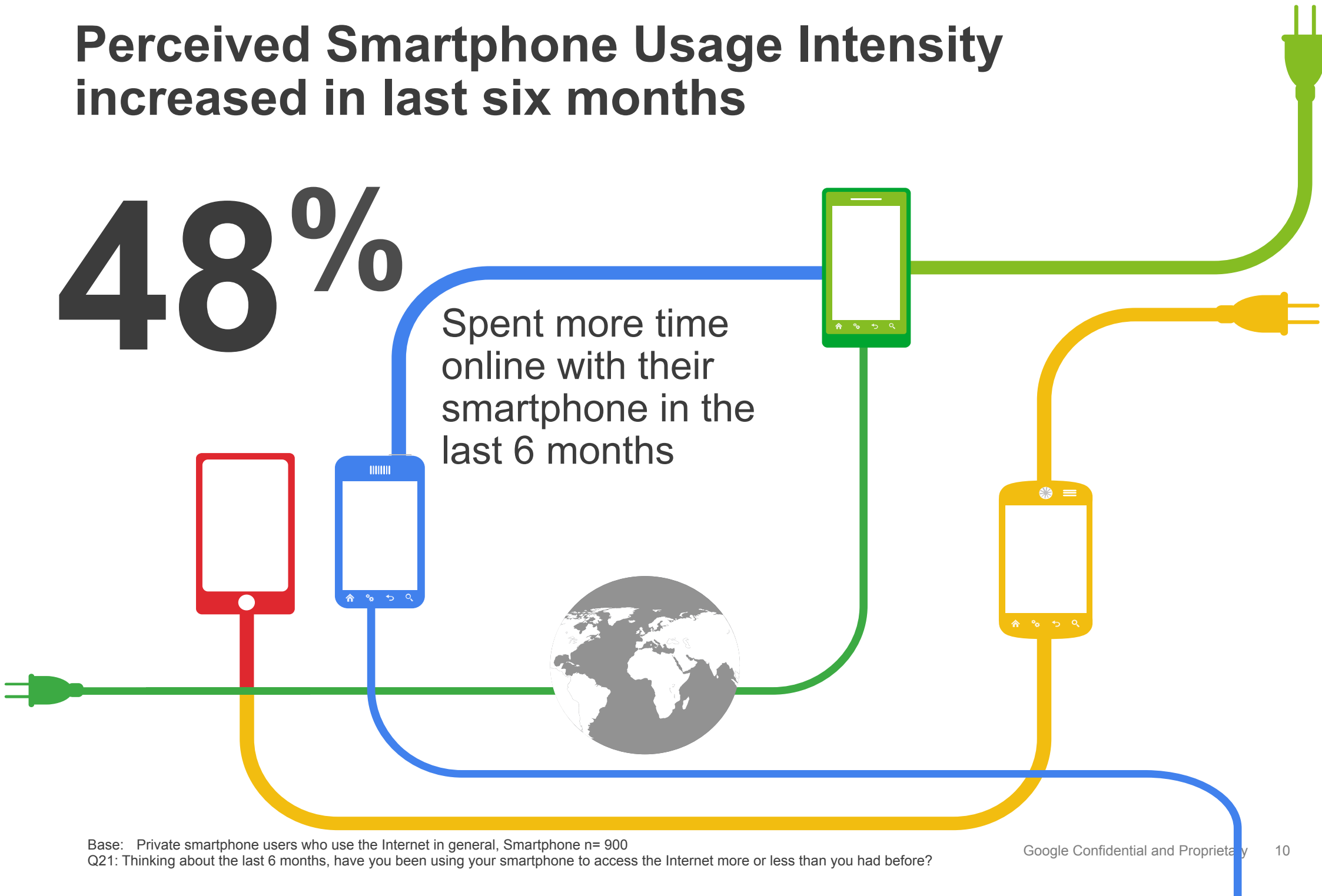




# Perceived Smartphone Usage Intensity increased in last six months

48%

Spent more time online with their smartphone in the last 6 months



Base: Private smartphone users who use the Internet in general, Smartphone n= 900

Q21: Thinking about the last 6 months, have you been using your smartphone to access the Internet more or less than you had before?

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# Smartphones Have Become so Important to Consumers that ...

# 31%

would rather give up  
**TV** than their smartphone





# SMARTPHONES HAVE TRANSFORMED **CONSUMER BEHAVIOUR**



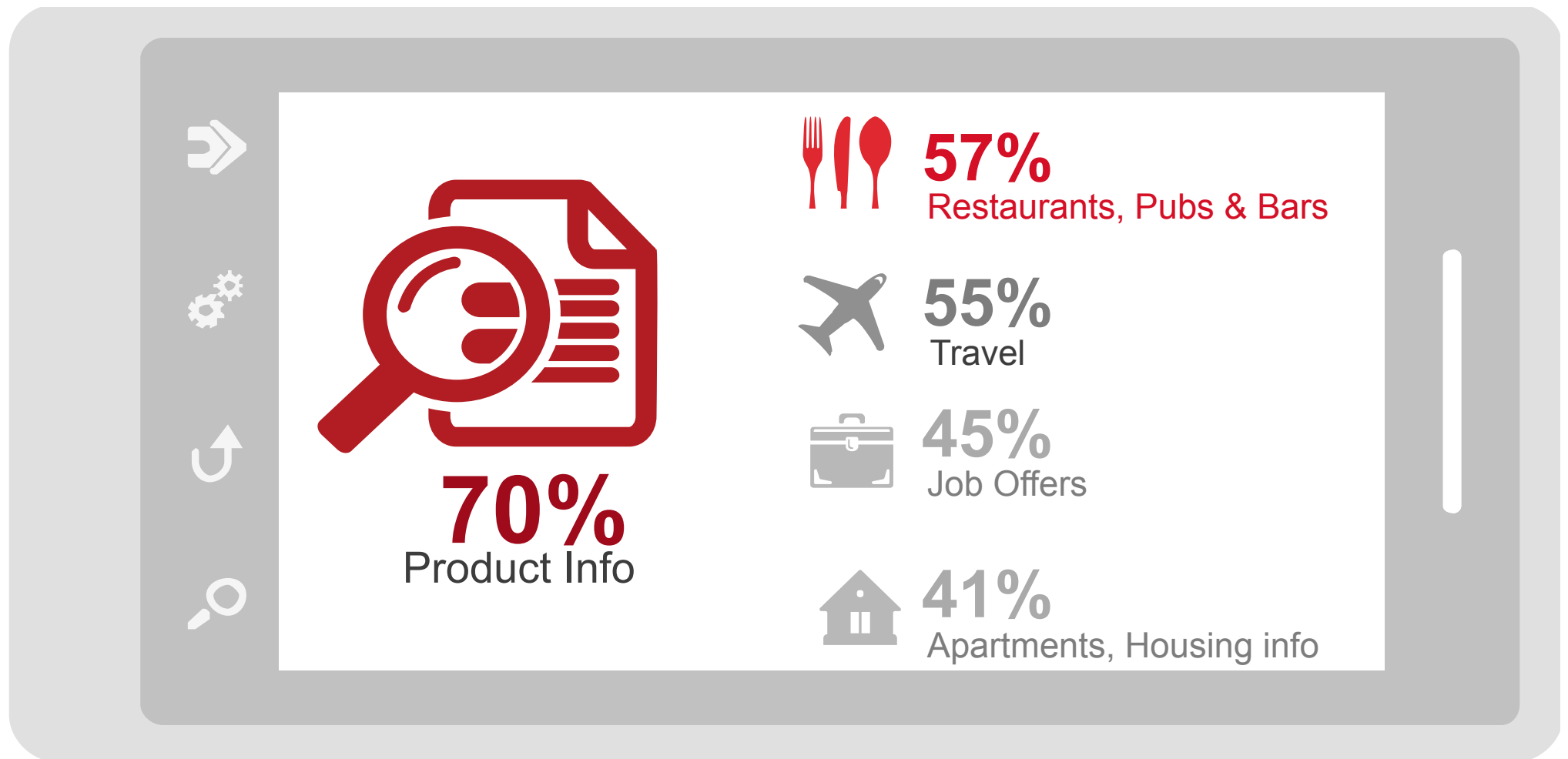
# Smartphones are a Major Access Point for Search



# 64%

search on their  
smartphones  
**every day**

# Smartphones Inform Our Daily Life



# Smartphones are a Multi-Activity Portal



**91%**  
Communication

Emailed (sent or read)  
Accessed a social network (e.g. updated a status message, checked messages or friends' pages)



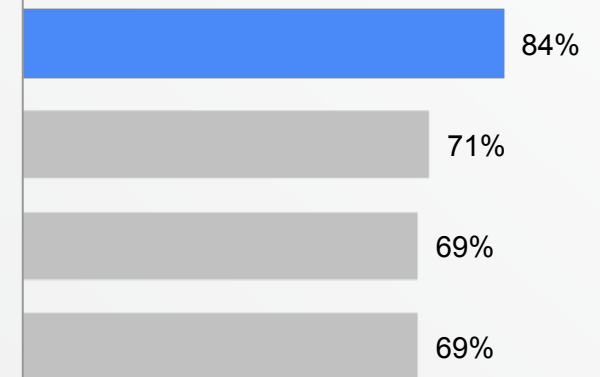
**75%**  
Stay Informed

Read news on newspaper or magazine portals  
Reviewed websites blogs or message boards



**94%**  
Entertainment

Browsed the Internet  
Listened to music  
Played games  
Watched videos on a video sharing website (e.g. YouTube.com)



Base: Private smartphone users who use the Internet in general, Smartphone n= 900

Q23: Which of the following activities do you do with your smartphone? Please indicate whether you ever do this at all.

# App Usage is Ubiquitous



31

apps installed  
on average

12

apps used in the  
last 30 days

8

paid apps installed  
on average

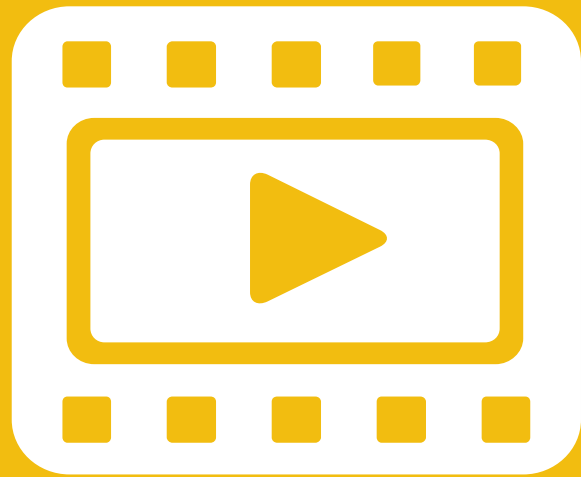
Base: Private smartphone users who use the Internet in general, Smartphone n= 900 Q24: How many apps do you currently have on your smartphone?

Base: Private smartphone users who use the Internet in general and who have, at minimum, one app on their smartphone, n= 890

Q25: And of the apps that you currently have installed on your smartphone, how many have you used actively in the last 30 days?

Q26: And of the apps that you currently have installed on your smartphone, how many have you purchased for a certain amount in an app distribution platform ?

# Smartphones Users are Avid Video Watchers



**CLICK TO WATCH VIDEO**

**79%**

watch video

**24%**

use video at least  
once a day



# Smartphone Users are Frequent Social Networkers

86%

visit social  
networks

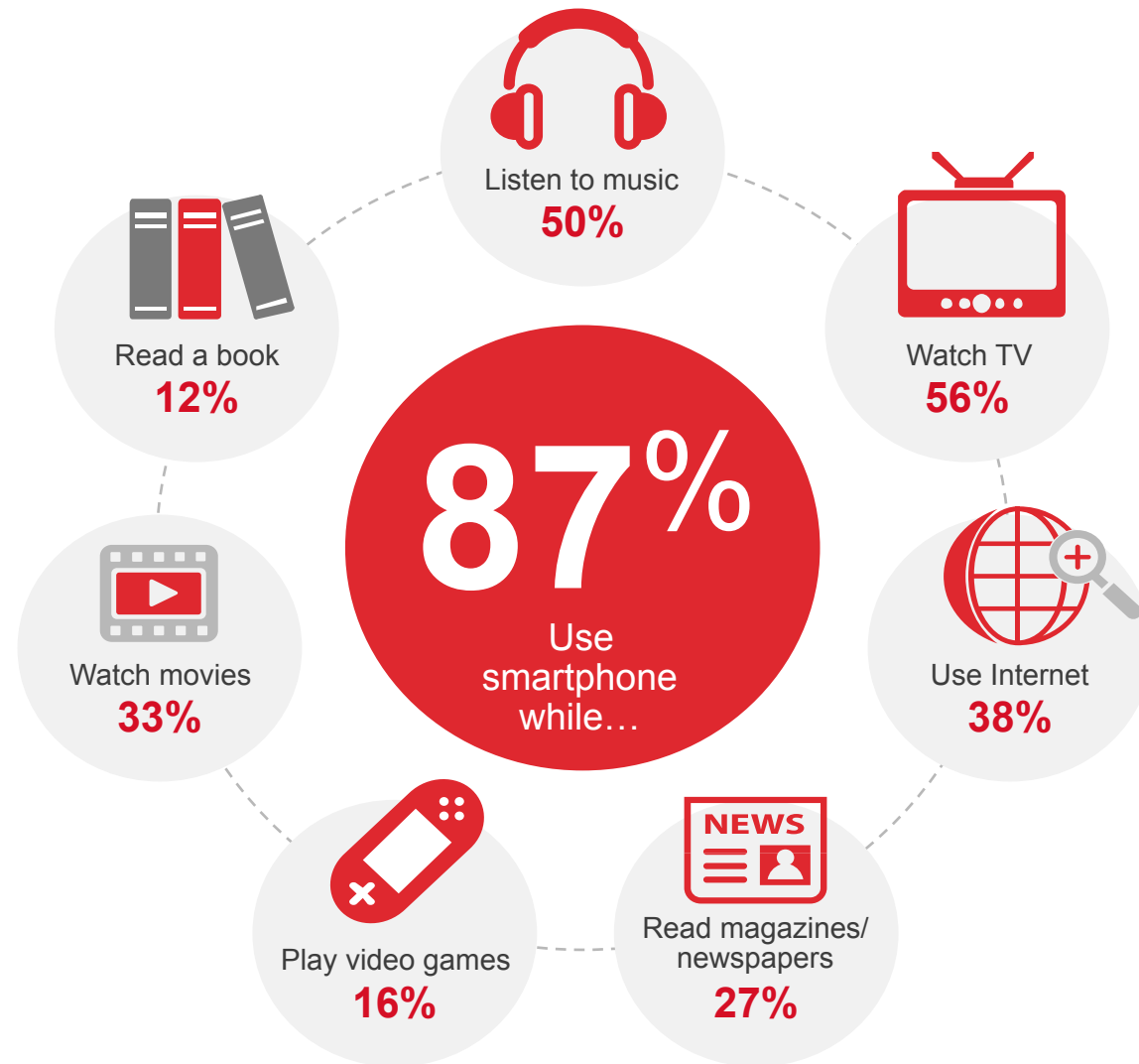
60%

visit at least  
once a day

Base: Private smartphone users who use the Internet in general, Smartphone n= 900 Q38.  
How often do you visit a social network (via websites or apps) on your smartphone?



# Smartphones Are Used While Multi-tasking with Other Media



# SMARTPHONES HELP USERS NAVIGATE THE WORLD AROUND THEM





# 91%

of smartphone users have  
looked for local  
information

# 89%

have taken action as  
a result

Base: Private smartphone users who use the Internet in general, Smartphone n= 900

Q33: How often do you look for information about local businesses or services on your smartphone? (Ever)

Base: Private smartphone users who use the Internet in general and who look at least less than once a month for information  
their smartphone, Smartphone n= 822

Q34 Which of the following actions have you taken after having looked up this type of information (business or services close to your  
location)?

on

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21

# Looking for Local Information is a Frequent Smartphone Activity



63%

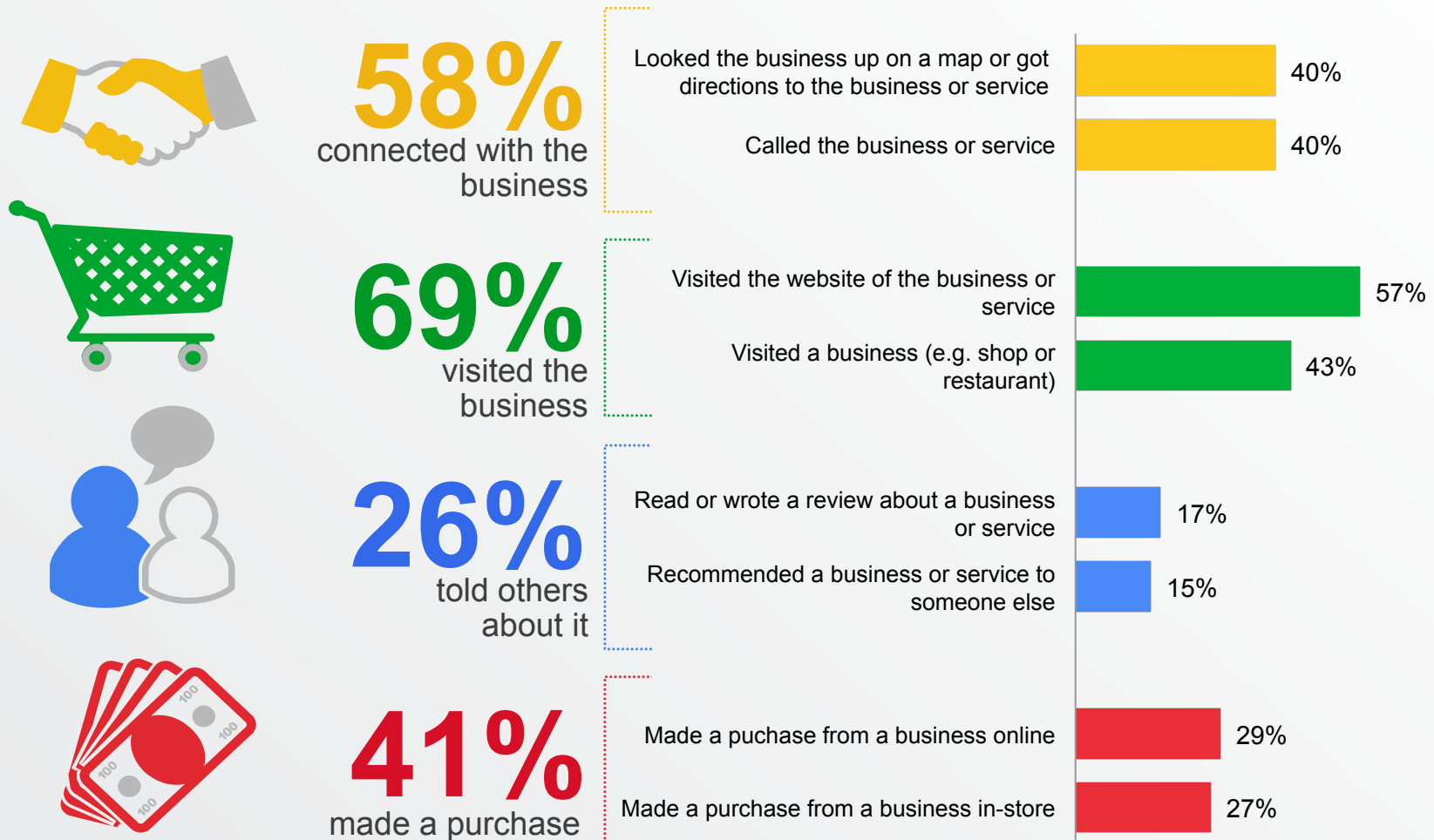
Look for local information  
at least **once a week**



27%

Look for local information  
**daily**

# Local Information Seekers Take Action



Base: Private smartphone users who use the Internet in general and who look at least less than once a month for information on their smartphone, Smartphone n= 822

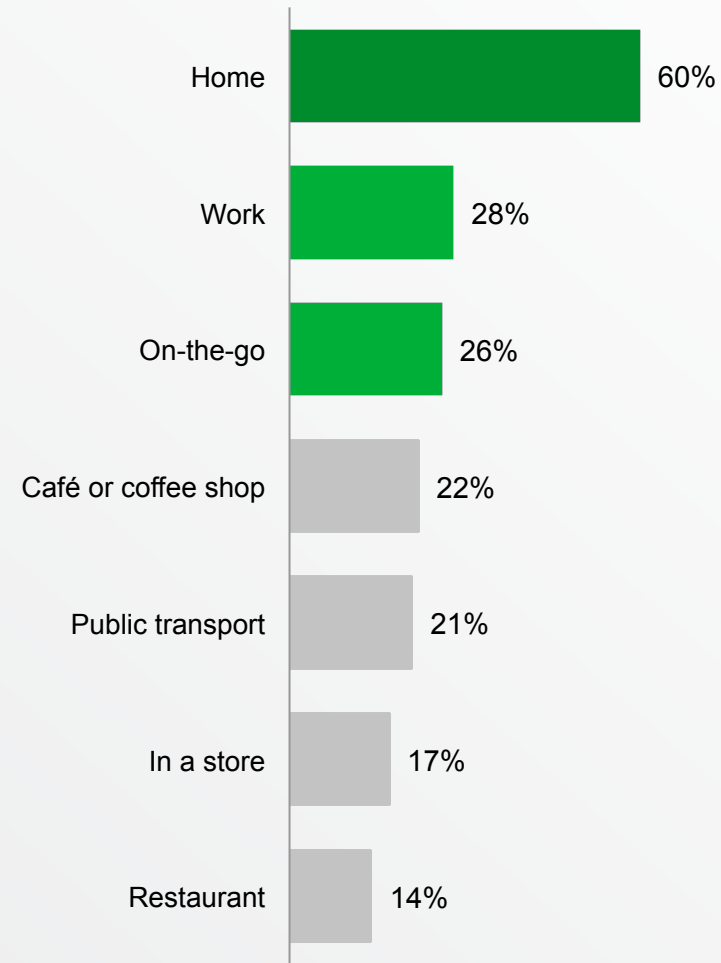
Q34: Which of the following actions have you taken after having looked up this type of information (business or services close to your location)?



SMARTPHONES  
CHANGE THE WAY THAT  
CONSUMERS SHOP



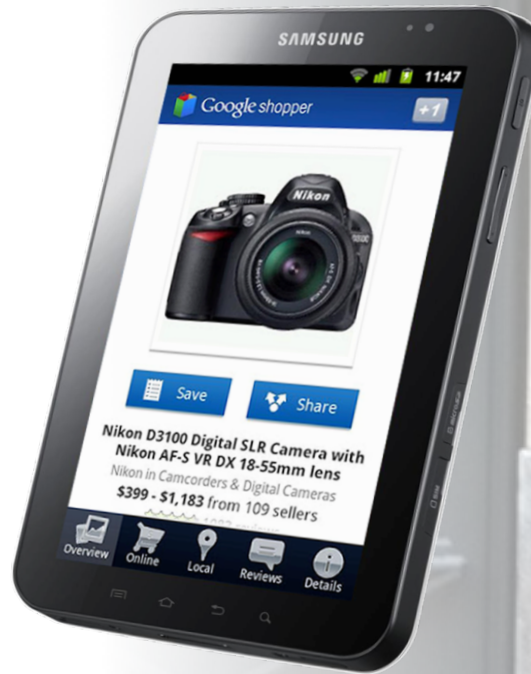
# Smartphones Allow Users to Research Products Anytime, Anywhere



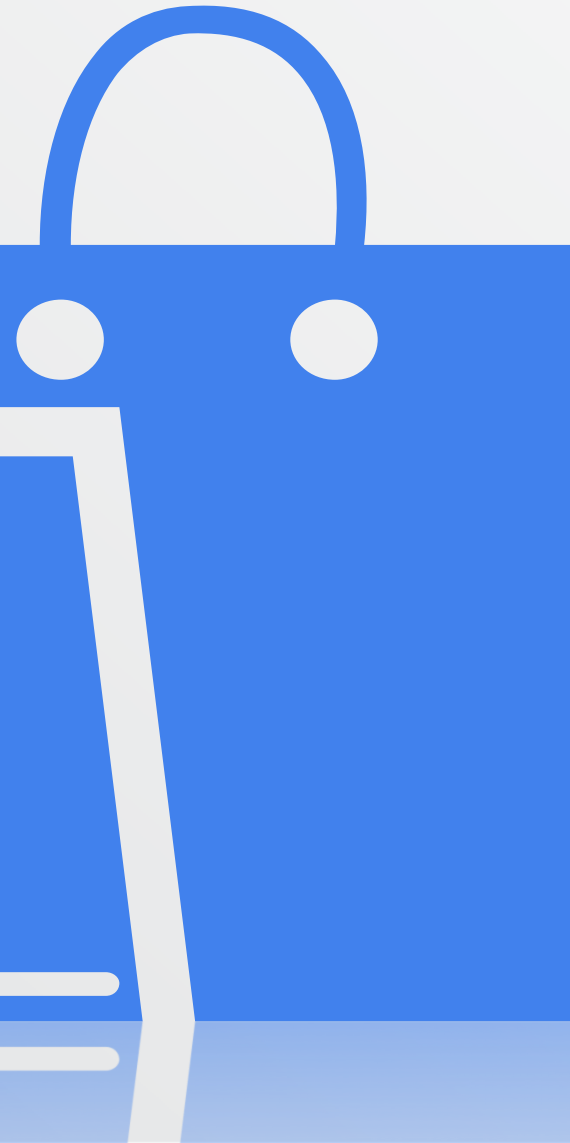


# 83%

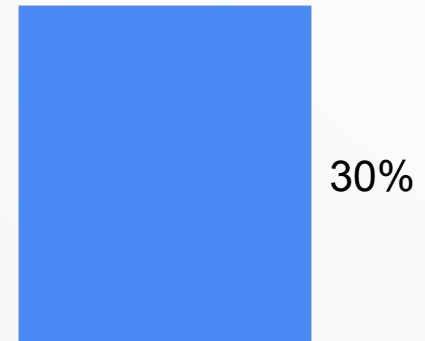
have researched  
a product or service  
on their phone



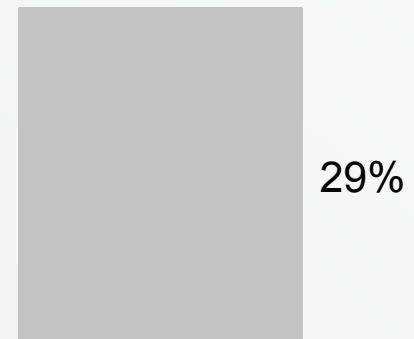
# Smartphones are Our Primary Shopping Companions



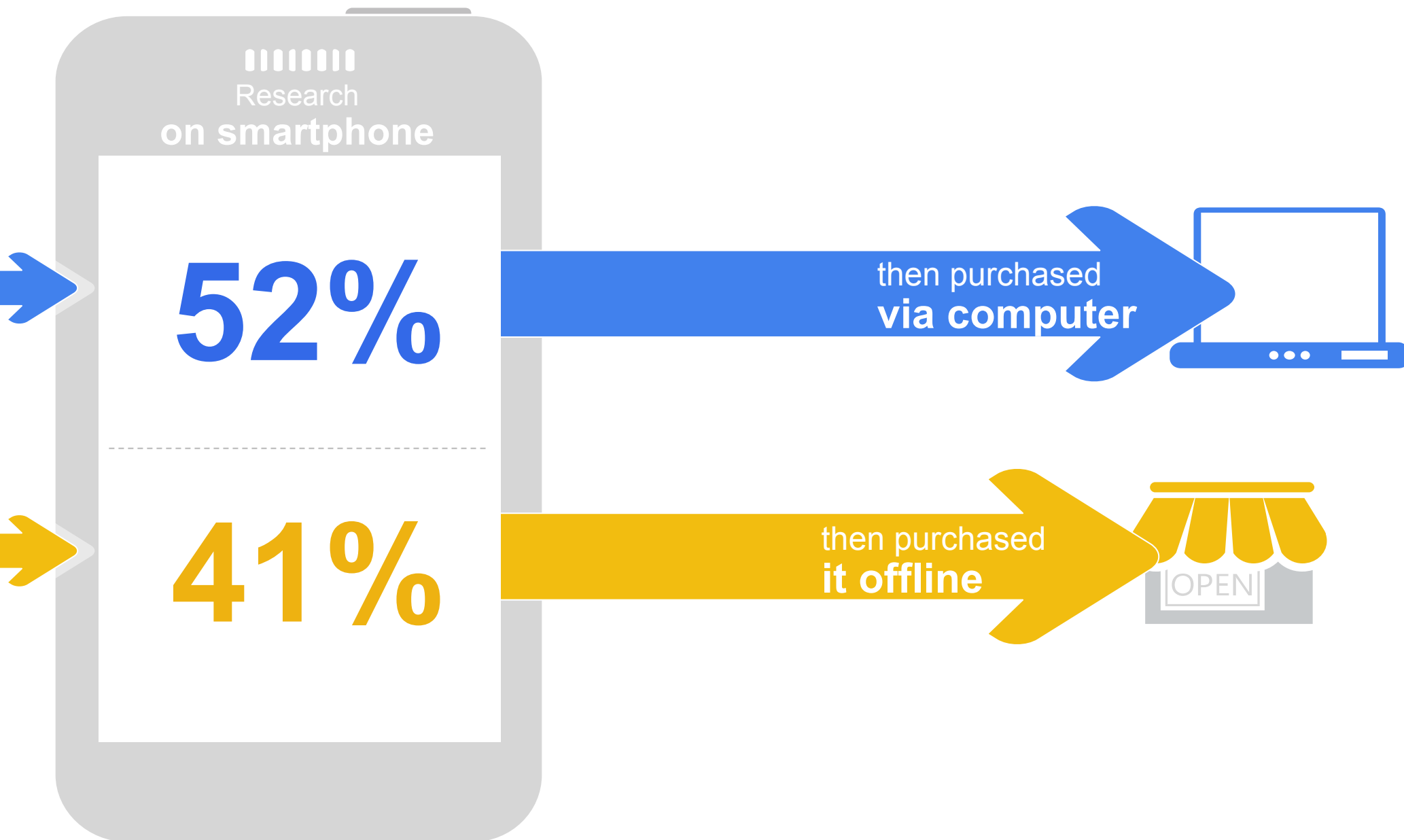
**I have changed my mind about purchasing a product or service online** as of a result of information that I gathered using my smartphone.



**I have changed my mind about purchasing a product or service in a shop** as of a result of information that I gathered using my smartphone.



# Research that Starts on Smartphones Leads to Purchases Across Channels



# Smartphones Are an Emerging Point of Purchase



**44%**

of smartphone users  
have purchased  
a product or service  
on their smartphone

**59%**

of these smartphone shoppers  
have made a purchase  
in the past month

Base: Private smartphone users who use the Internet in general, Smartphone n= 900

Q44: Have you ever purchased a product or service over the Internet on your smartphone? By product or service we mean everything that you can buy excluding apps.

Base: Private smartphone users who use the Internet in general and who purchased via Internet on their smartphone n= 398

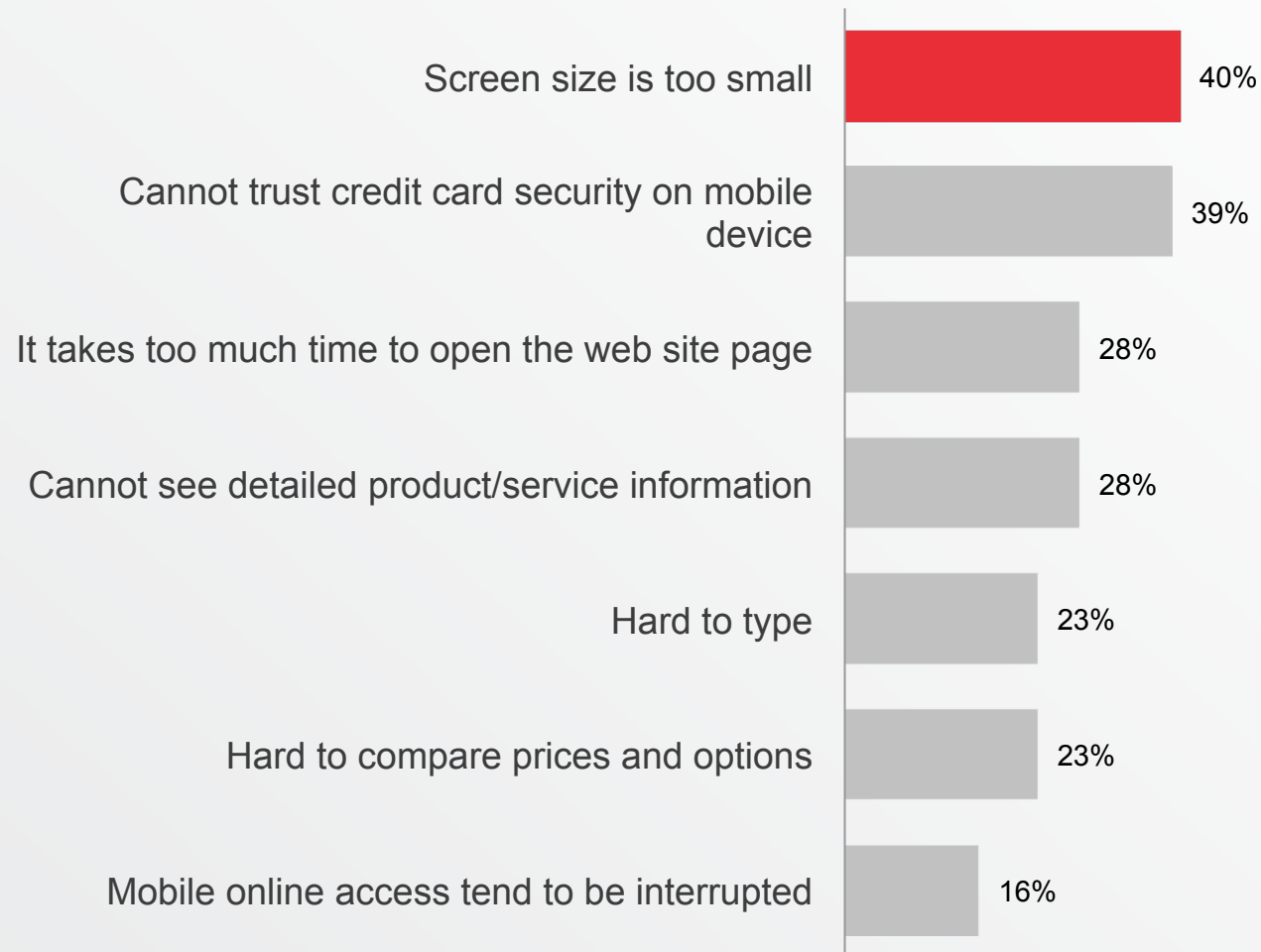
Q45: Have you made a purchase by using your smartphone in the past month?

# Smartphones Shoppers are Frequent Buyers



**55%**  
make mobile purchases  
at least once a month

# Barriers to Mobile Commerce Still Exist



# Smartphones

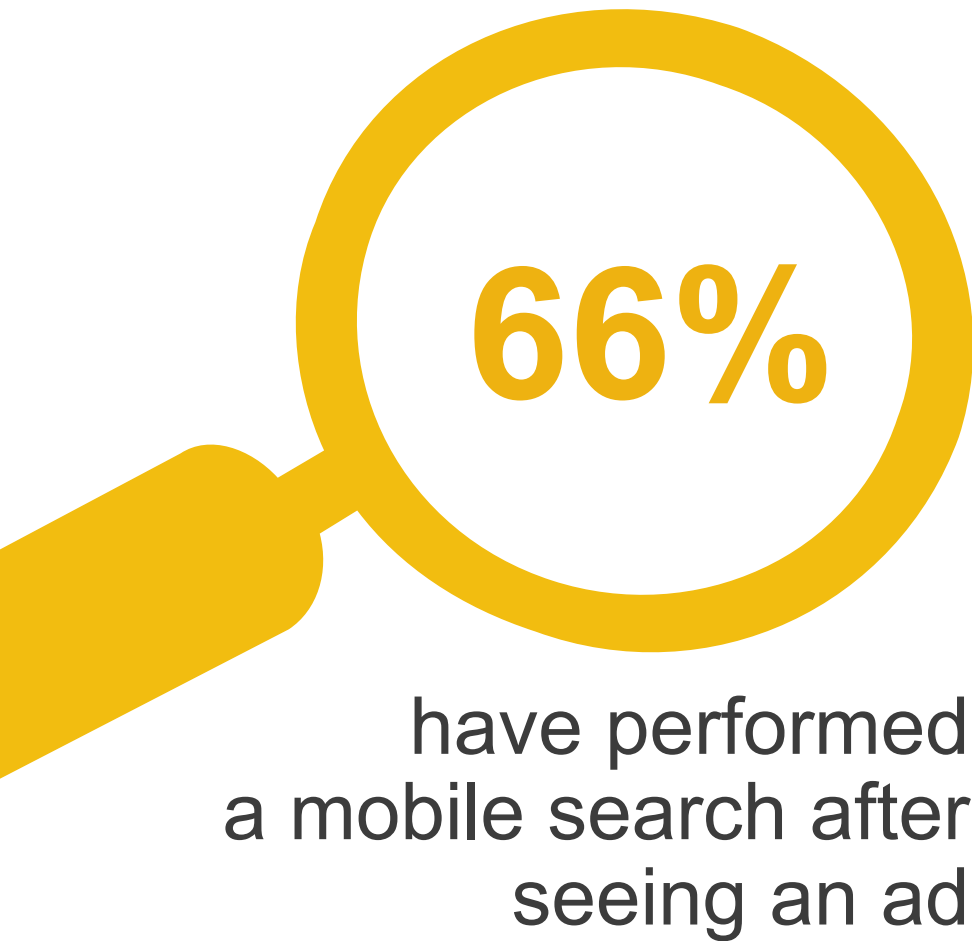
## Help Advertisers Connect With Their Customers





# Offline Ad Exposure Leads to Mobile Search

## Ad location



TV  
**61%**



Shop/business  
**56%**



Magazines  
**49%**



Posters / Billboards  
**48%**



# 90%

of smartphone users  
notice mobile ads

Base: Private smartphone users who use the Internet in general, Smartphone n= 900  
Q41: How often do you notice advertising when you are using the browser or an app on your smartphone? (Ever)

# Mobile Ads Make an Impression

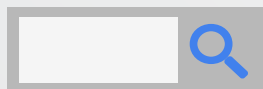


43%

While in app

46%

While on a website



37%

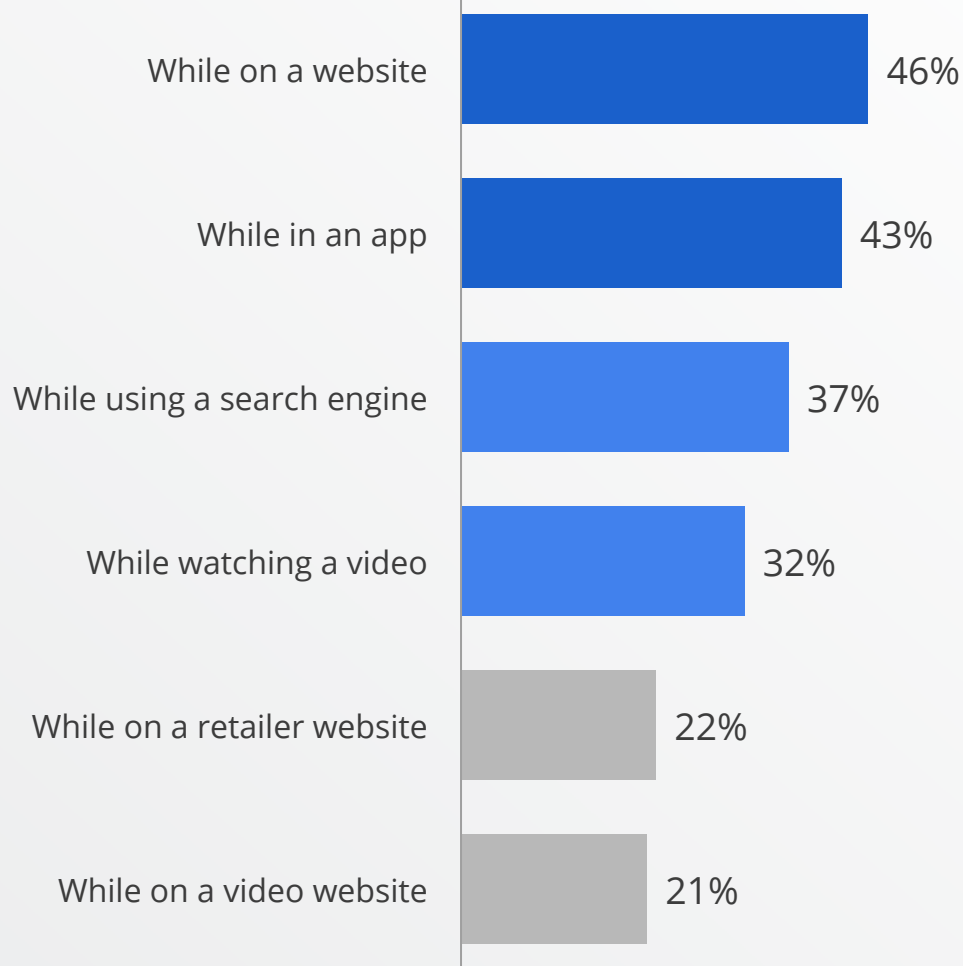
While using a search engine

32%

While watching a video



## Where Mobile Ads Are Noticed



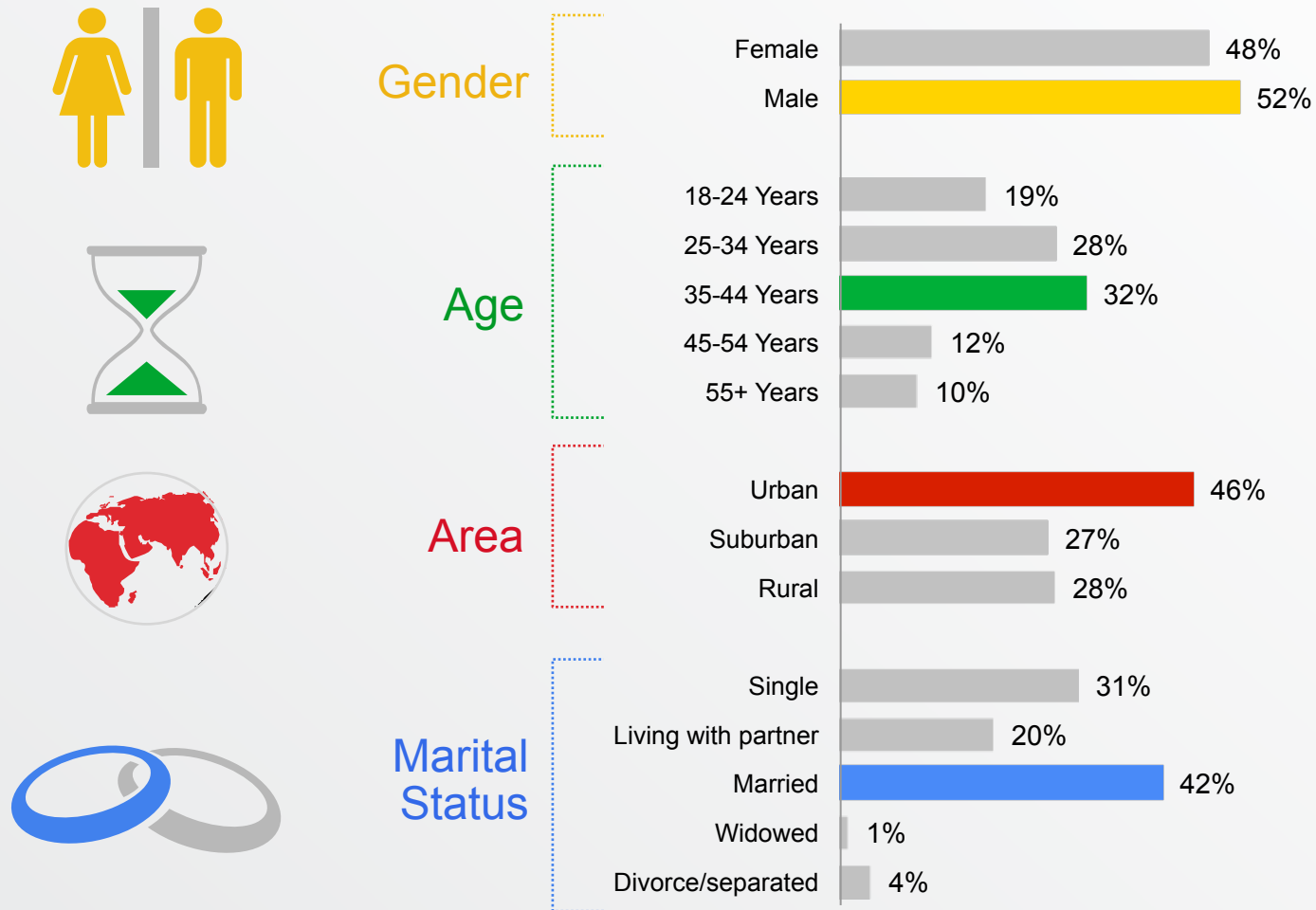
Background



# Research Methodology

- In partnership with Ipsos MediaCT, we interviewed a total of 900 Irish online adults (18-64 years of age) who identified themselves as using a smartphone to access the Internet
- The distribution is according to a national representative study and the data is weighted on age, gender, region, brand of smartphone, mobile internet usage frequency and tablet usage
- 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, video, social, web and commerce behaviour and mobile advertising
- Interviews were conducted in Q1 2013

# Demographics

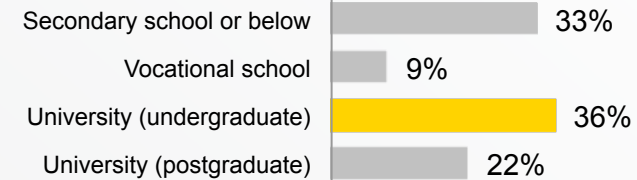




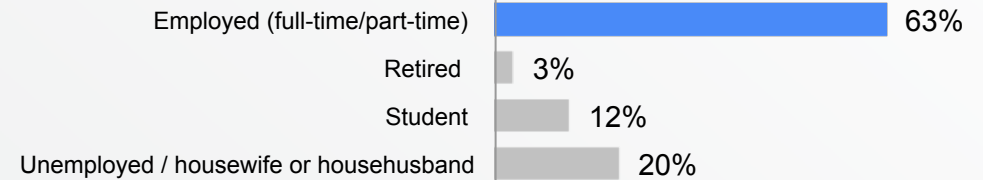
# Demographics



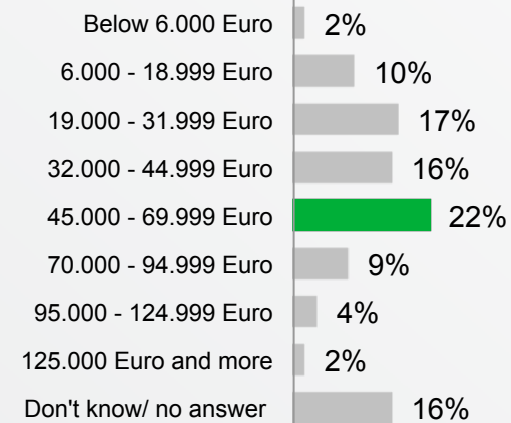
## Education



## Employment Status



## Income



Base: Private smartphone users who use the Internet in general, n= 900

D4. What is the highest level of education that you have completed? D5. Which of the following best describes your employment status? D8. Which of these ranges comes closest to the total (annual) income of your household before anything is deducted for VAT, National Insurance (Social security), pension schemes, etc.?