

These are some of the key findings from “The Mobile Movement: Understanding Smartphone Users,” a study from Google and conducted by Ipsos OTX, an independent market research firm, among 5,013 US adult smartphone Internet users at the end of 2010.

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# The Mobile Movement

## Understanding Smartphone Users

Google/IPSOS OTX Mediact  
U.S., April 2011



# Research Objectives

Gain a deep understanding of smartphone consumer behavior, 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 OTX MediaCT, a total of 5,013 US 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 behavior, mobile advertising
- Interviews were conducted in Q4 2010

# Agenda

**1** General Smartphone Usage

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**2** Action-oriented Searchers

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**3** Local Information Seekers

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**4** Purchase Driven Shoppers

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**5** Reaching the Smartphone User



# General Smartphone Usage

1

# Smartphones Are Embedded Into Daily Life



**89%**  
Use their smartphone  
throughout the day

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

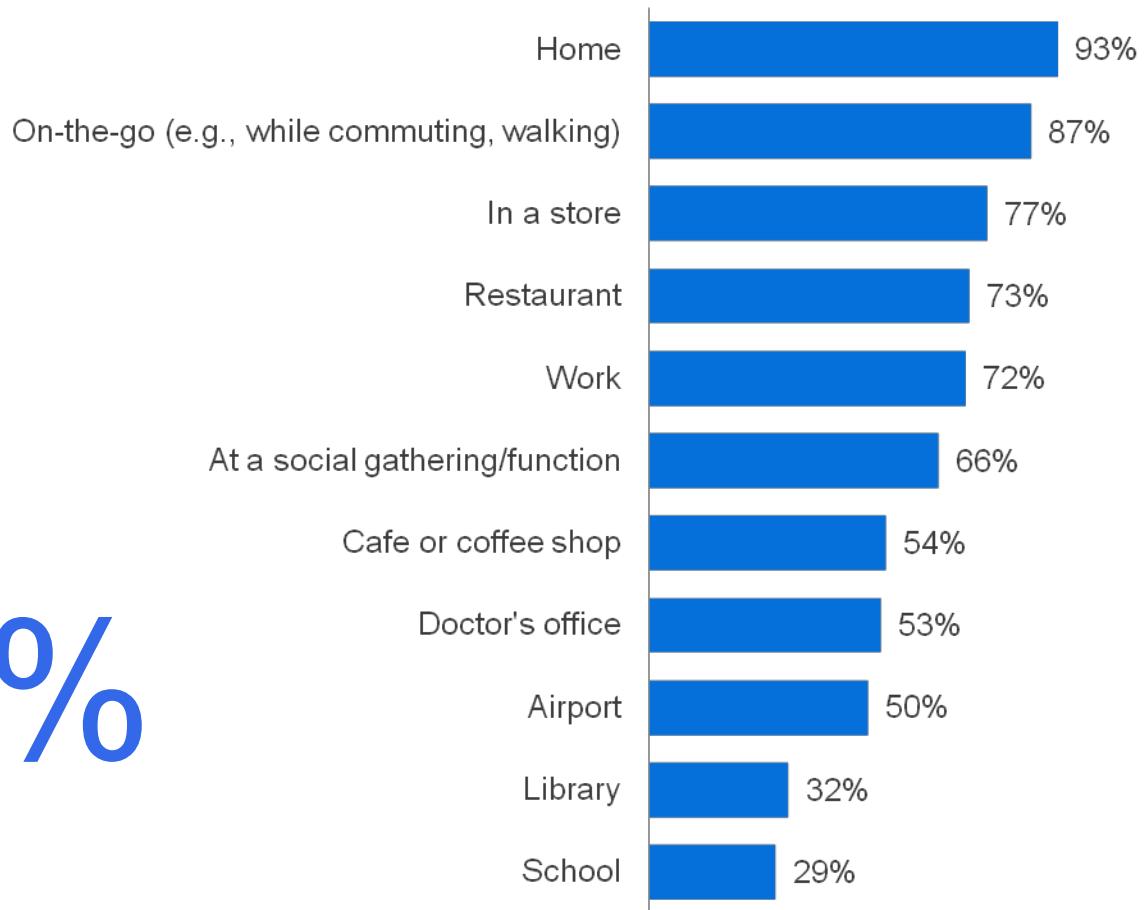
Base: Smartphone Users (5013)

Q. Overall, how often do you use your smartphone for anything other than sending or receiving calls? Please think of anytime you may access the Internet, use apps, text message, etc

# A Consumer's Always-on Companion

93%  
Home

Where Smartphone Is Used



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011  
Base: Smartphone Users (5013)  
Q. Where do you use your smartphone?

# Smartphones Serve As Pocket PCs and Extend Desktop Experience

**81%**

Browsed the internet

Smartphone Activities Within Past Week  
(Excluding Calls)

**77%**

Used a search engine

**68%**

Used an App

**48%**

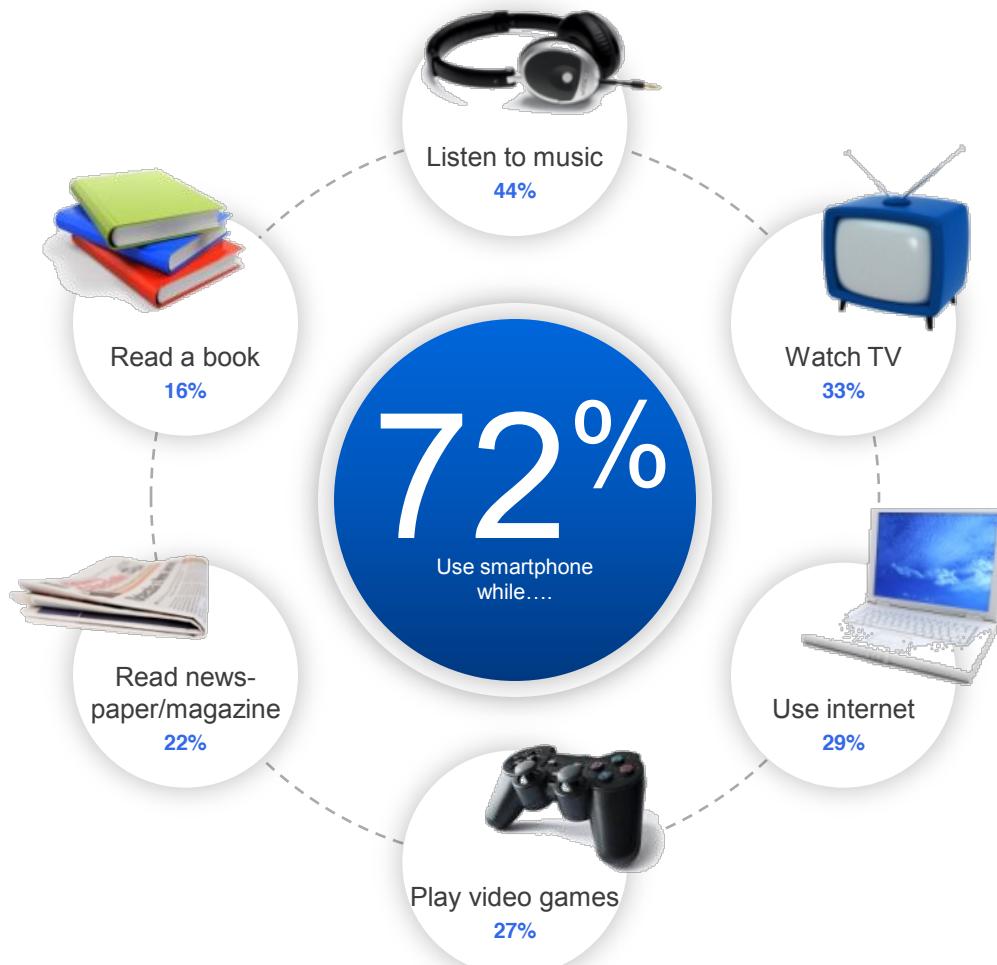
Watch videos

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users (5013).

Q. Aside from making or receiving calls, which of the following activities, if any, have you done on your smartphone in the past week?

# Smartphones Are Used While Consuming Other Media

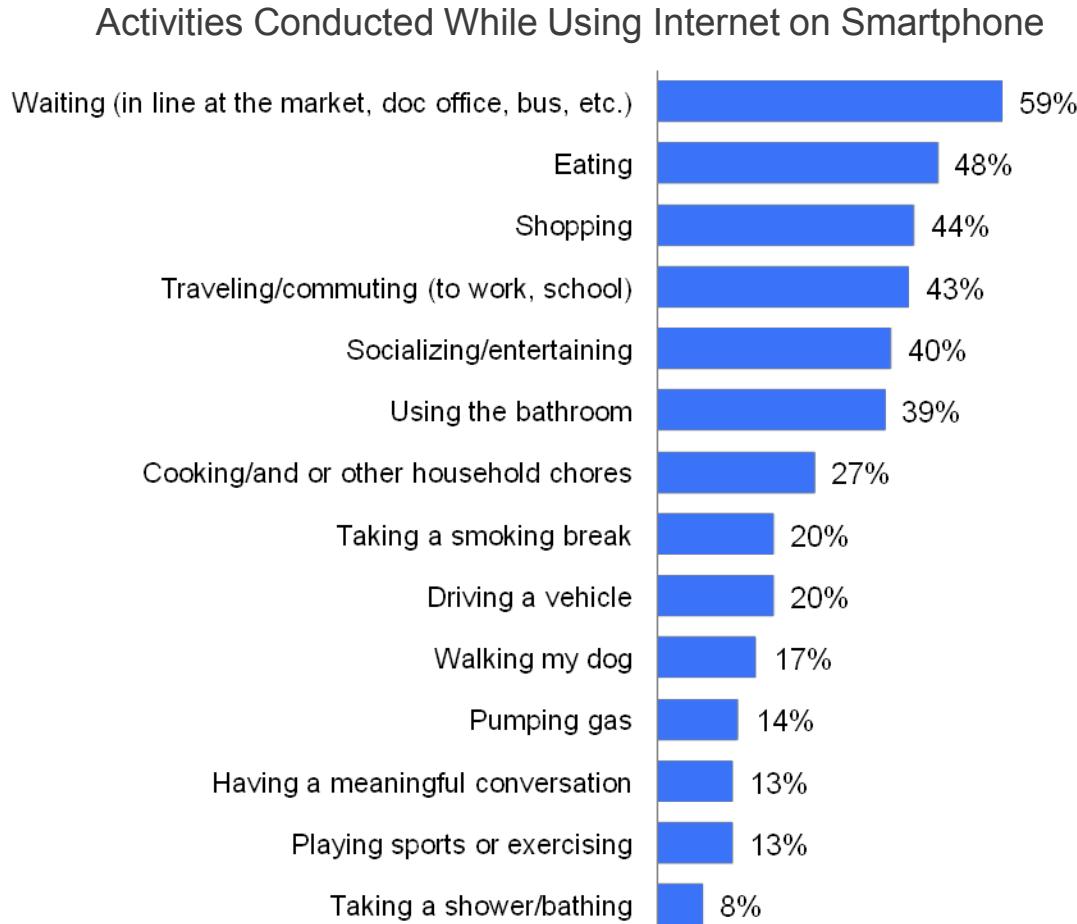
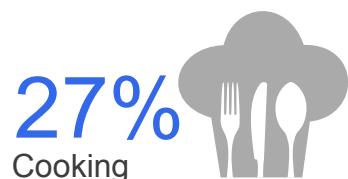


Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users (5013).

Q. In general, which of the following media-related activities do you do while also using the Internet on your smartphone?

# Smartphones Users Multi-task in General



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users (5013).

Q. Over the past year, which of the following activities do you participate in while also using the Internet on your smartphone?

# Smartphones Help Us With Our Daily Lives



**89% Stay Connected**

Check and send email 82%

Use a social networking website 63%



**82% Research and Read news**

Read news articles 56%

Look up specific information interested in 54%

Look up sports related information 38%

Look for information for work 32%

Look up health related information 27%

Look up school related information 18%



**75% Navigate**

Look up directions 69%

Use online map or GPS 59%



**65% Keep Entertained**

Listen to music/radio 45%

Watch online videos 41%

Play online games 39%



**45% Manage and Plan**

Manage finances and bills 34%

Make dinner reservations 20%

Make travel arrangements 19%

# What We're Willing to Give Up to Keep Our Smartphones

Willing To Exchange For Internet Usage On Smartphone



43%

BEER



36%

CHOCOLATE



34%

SUPERBOWL  
TICKETS



26%

HIGH HEELS



20%

CABLE TV

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011  
Base: Smartphone Users (5013).

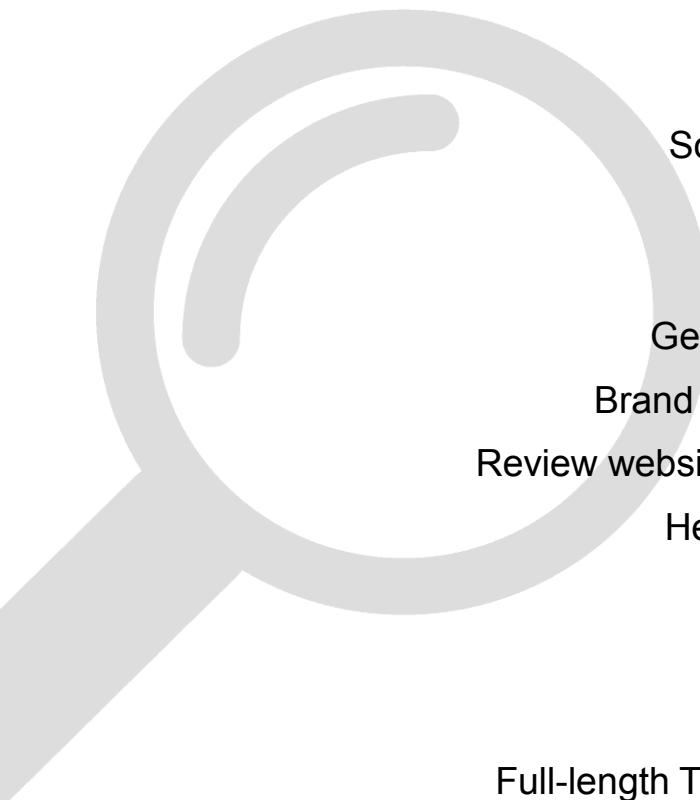
Q. Which of the following things would you be willing to give up for an entire month, in exchange for continuing to use the Internet on your smartphone?



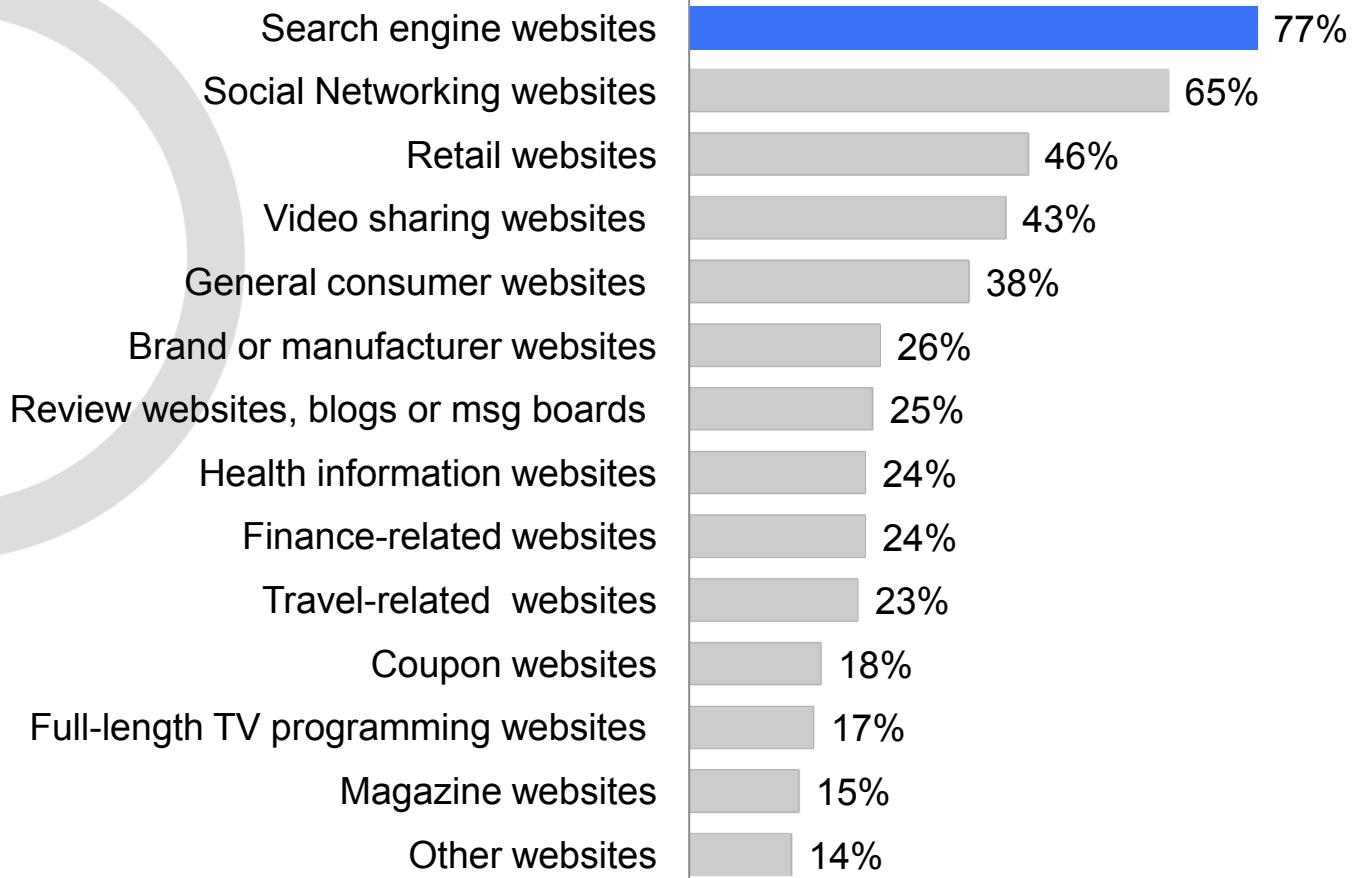
## Action-oriented Searchers

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# Search is The Most Visited Website



Websites Visited via Smartphone

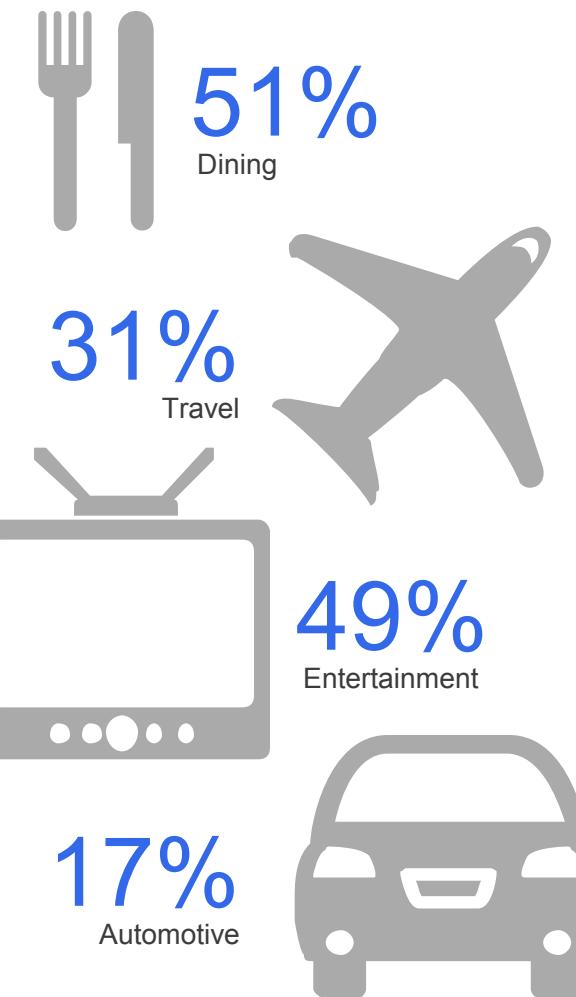


Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

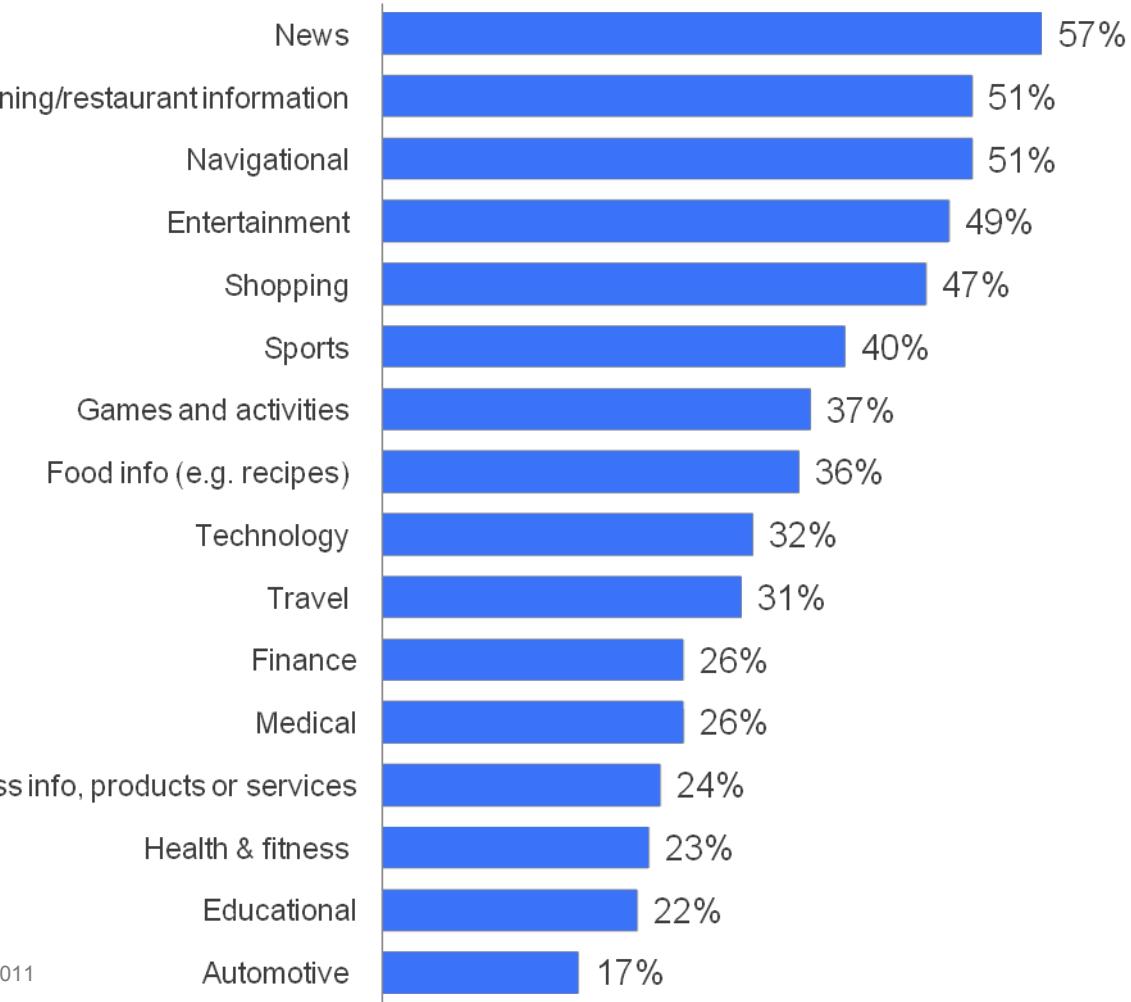
Base: Smartphone Users 18+ (n=5,013)

Q: Which of the following types of websites do you visit on your smartphone?

# Smartphone Searchers Look For a Wide Variety of Information



## Types of Info Sought Using Search Engine (Via Smartphone)



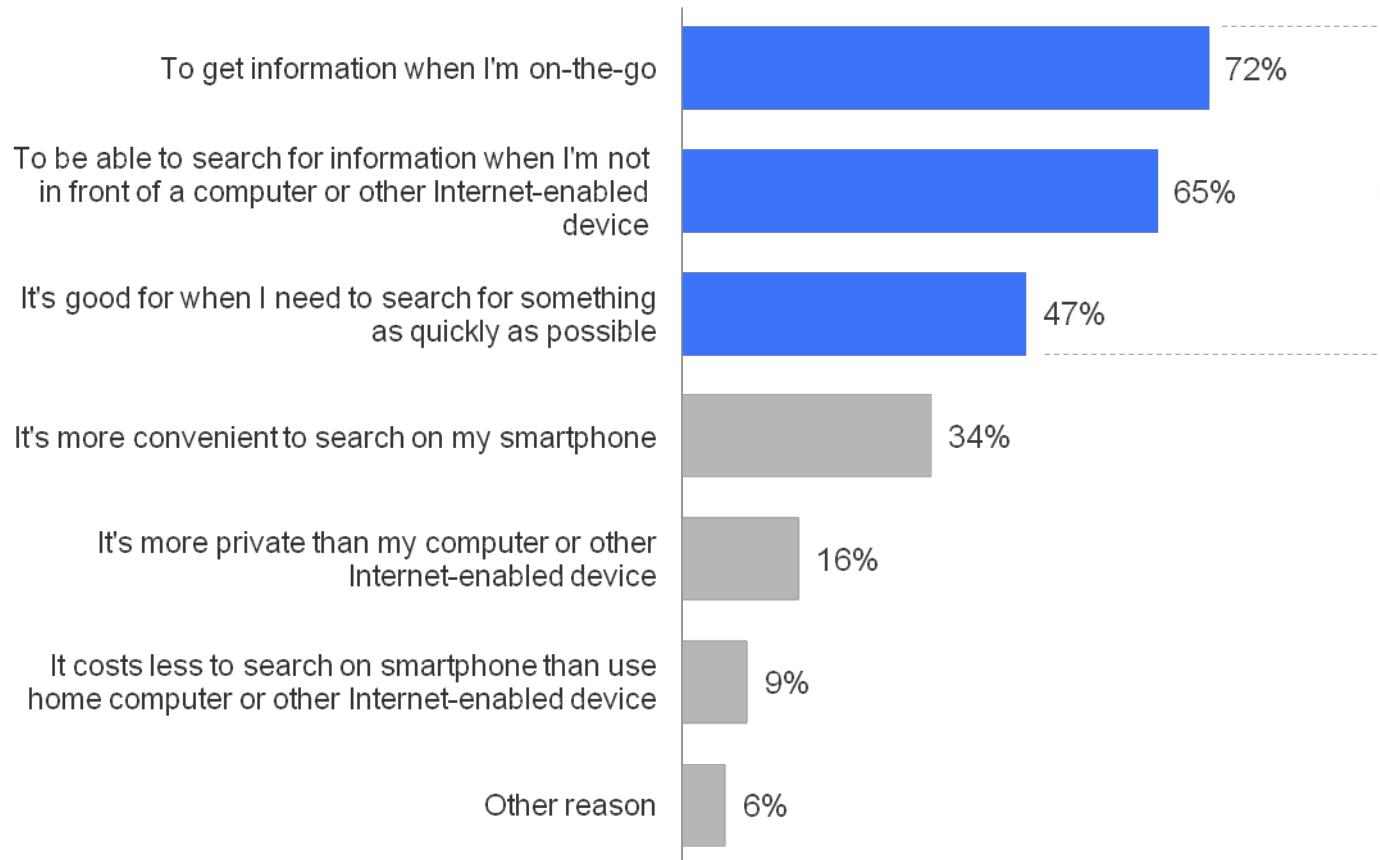
Source: The Mobile Movement Study. Google/Ipsos OTX MediaCT . Apr 2011

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?

# Consumers Seek Quick and Convenient Information When Searching

## Reasons For Searching On Smartphone



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users Who Use Search (4902).

Q. Why do you conduct searches on your smartphone (versus on your computer)?



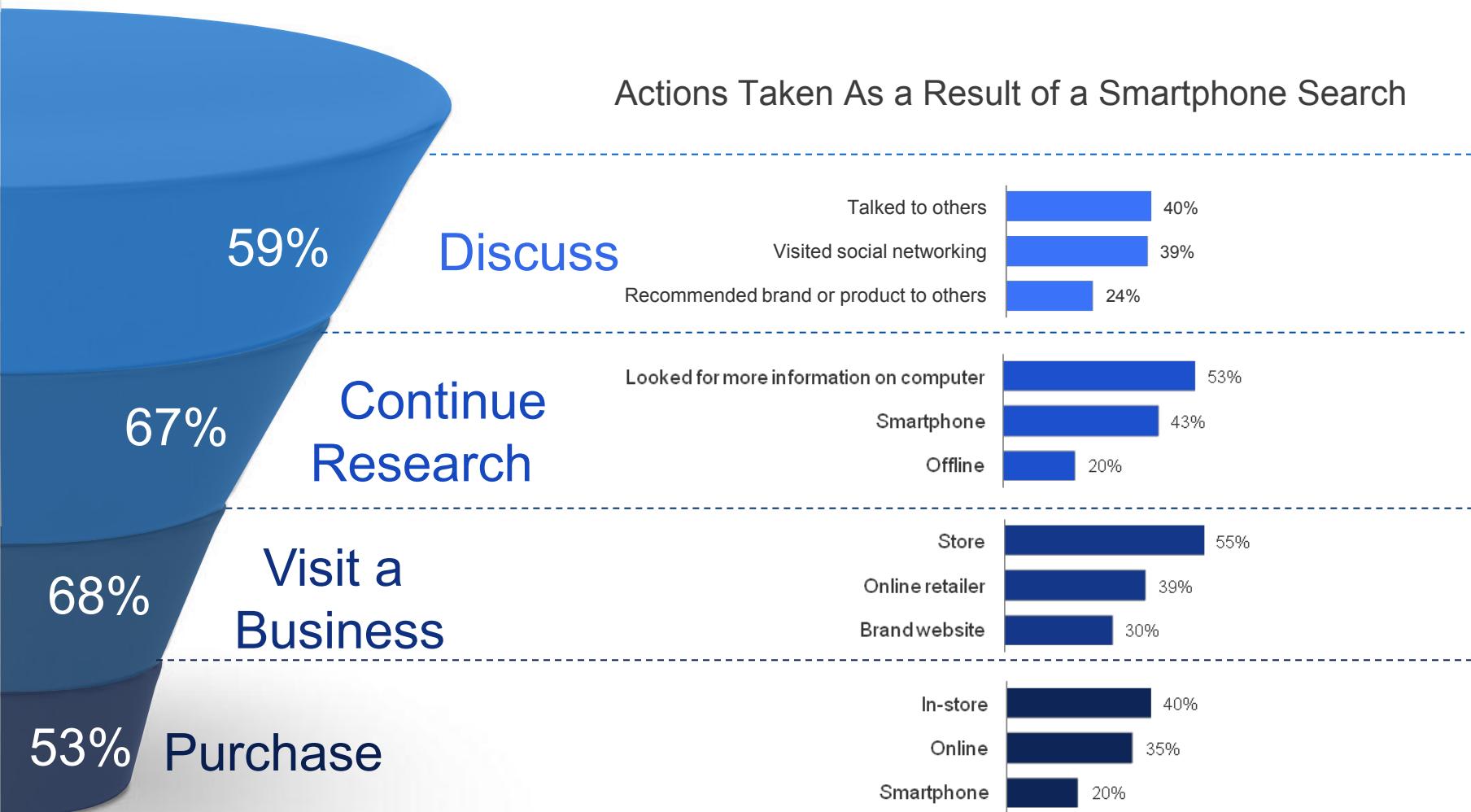
9 out of 10  
searchers have taken  
action as a result of a  
smartphone search

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users Who Use Search (4902).

Q. Which, if any, of the following actions have you taken as a result of conducting a search on your smartphone?

# More than Half of Smartphone Searchers Purchase



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users Who Use Search (4902).

Q. Which, if any, of the following actions have you taken as a result of conducting a search on your smartphone?



## Local Information Seekers

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# 95%

Smartphone users have looked for local information

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users (5013).

Q. How often do you look for information about business or services close to your location? Think about any information you may access while you are in your home area, while traveling, etc.



# Local Information Seekers Are Ready To Buy

Actions Taken As a Result of a Looking for Local Information



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users Who Access Local Content (4757).

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

# A Variety of Actions Are Taken After Accessing Local Content



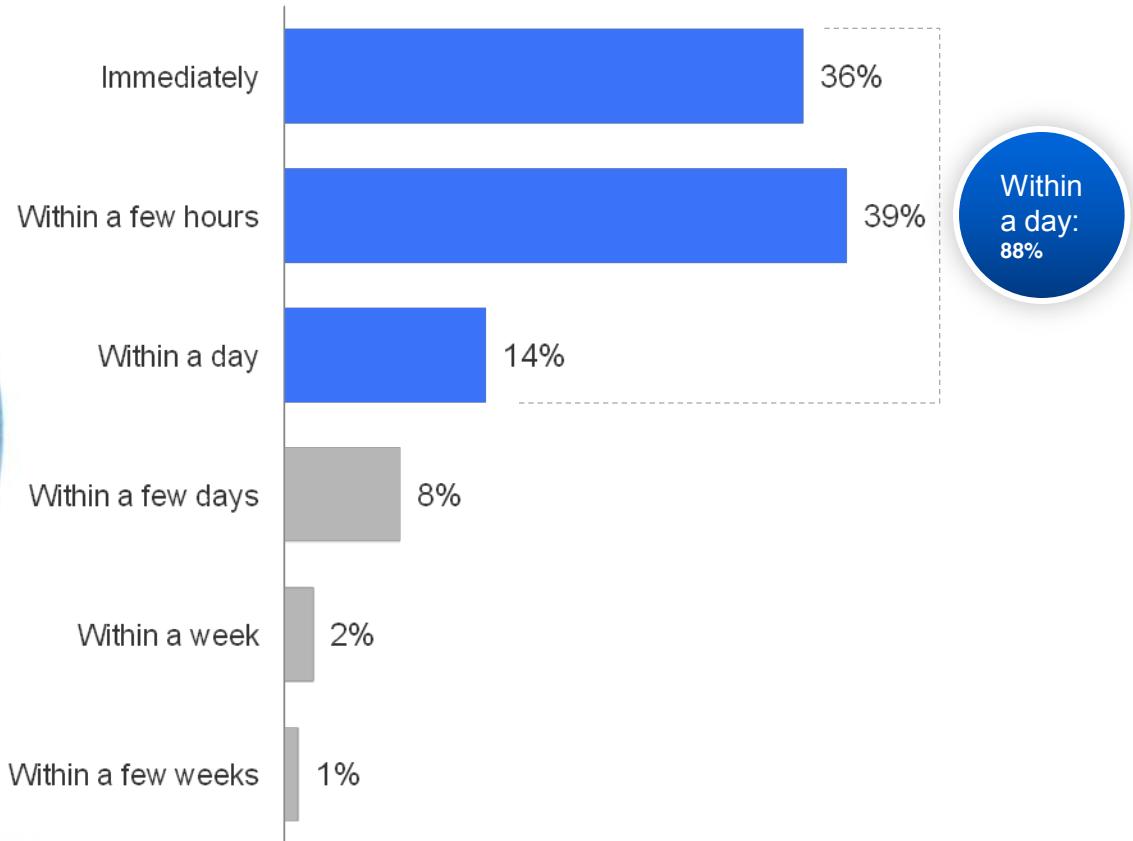
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users Who Access Local Content (4757).

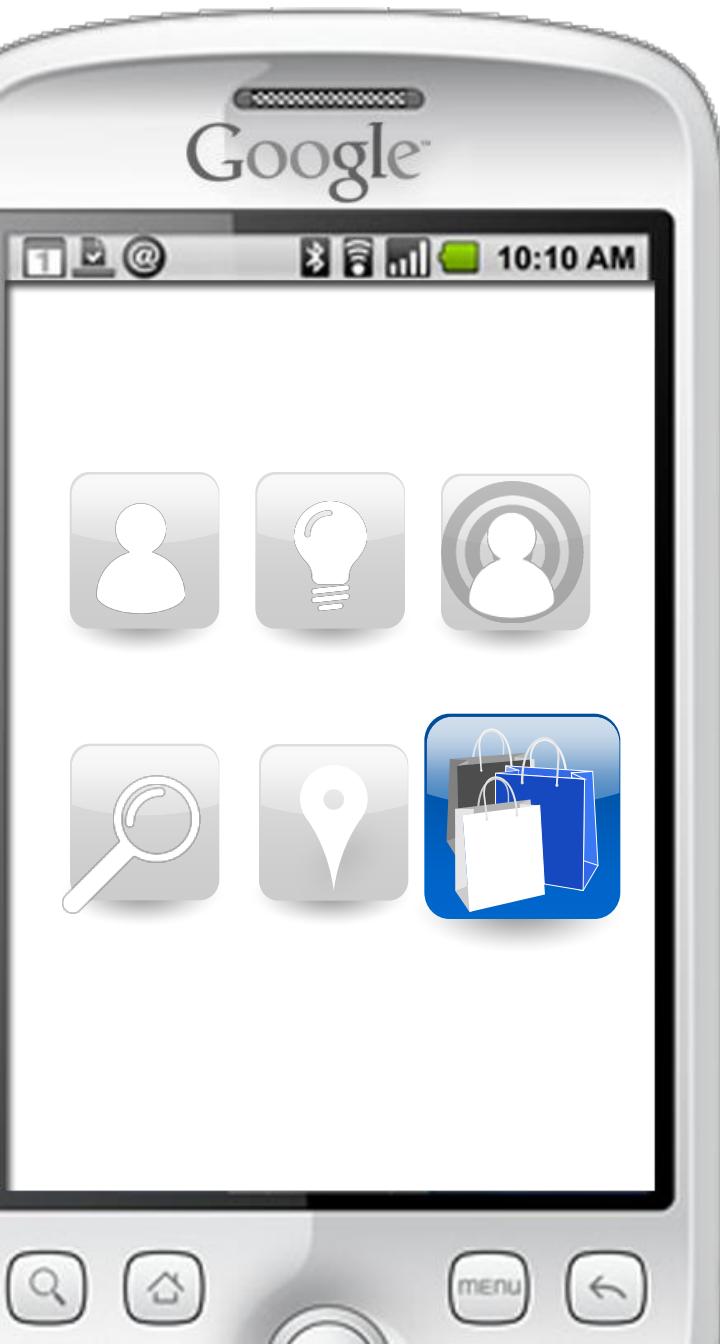
Q. Which of the following actions have you taken after having looked up this type of information (business or services close to your location) on your smartphone?

# Nearly All Local Information Seekers Take Action Within a Day

When Action Is Taken (After Looking Up Local Information)



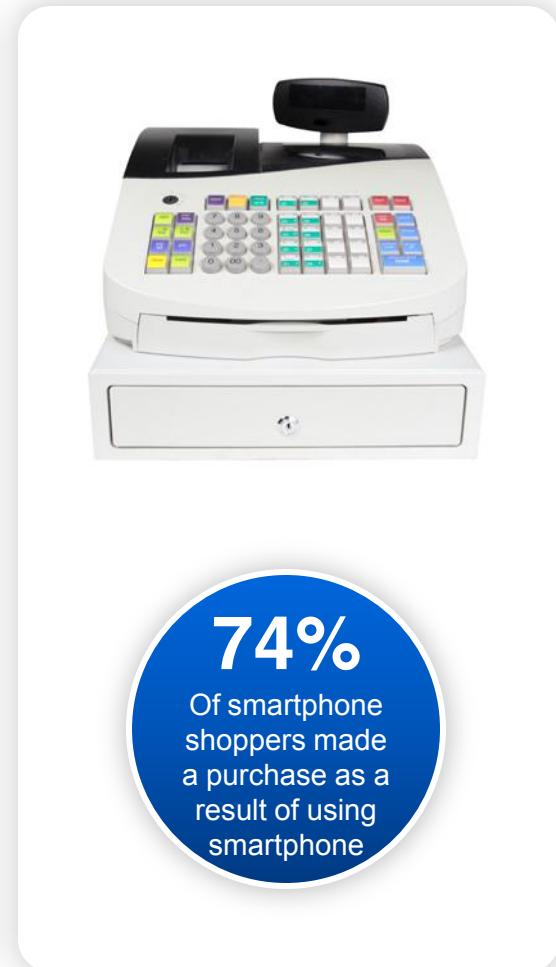
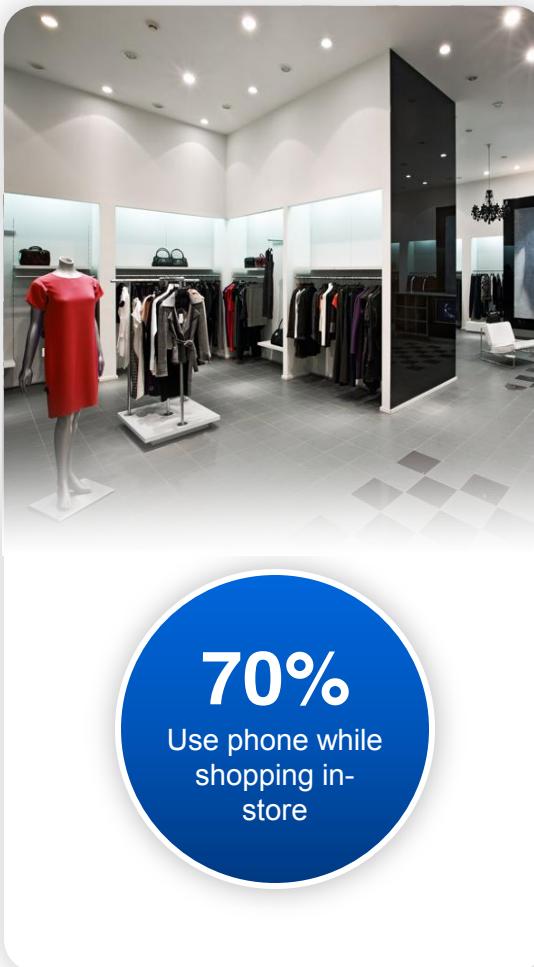
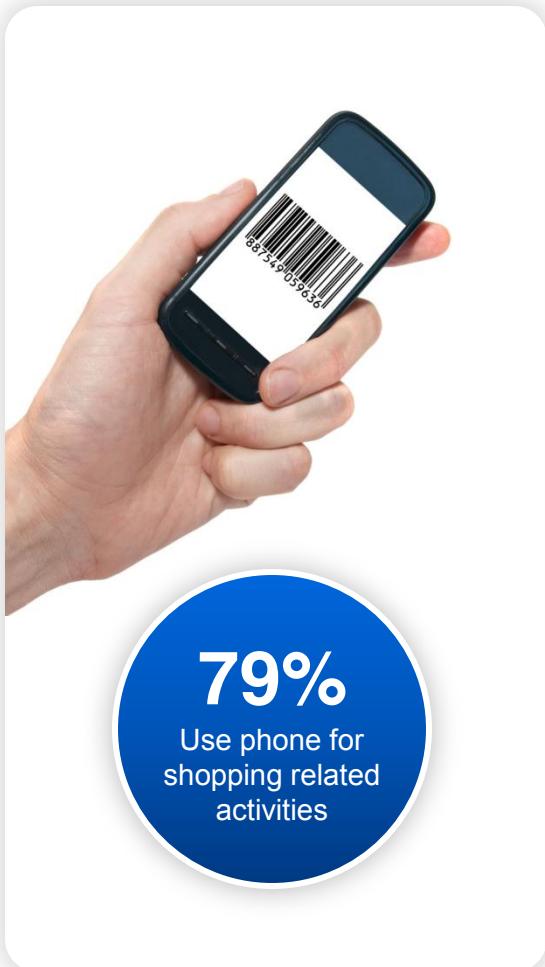
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011  
Base: Smartphone Users Who Have Taken Action After Accessing Local Content (4330).  
Q. And typically, how long after looking up local information do you take action?



## Purchase Driven Shoppers

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# Mobile is Transforming Everyday Shopping Behavior



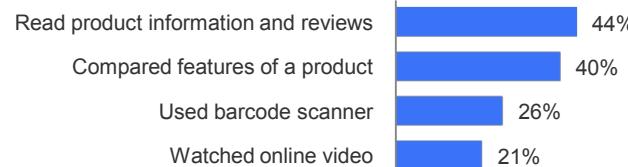
# 79% of Users Rely on Smartphones to Help with Shopping



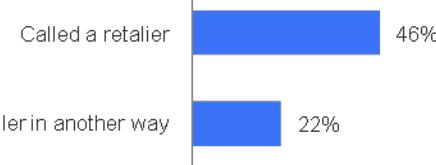
**78%** In-store Drivers



**69%** Get More Product Information



**52%** Contact Retailer



**48%** Find and Use Offers & Discounts



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users (5013); Have Used Smartphone to Help Shop (3968).

Q. Which, if any, of the following ways have you used the Internet on your smartphone to help with your shopping?



70%

Use smartphone while shopping in-store

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Have Used Smartphone to Help Shop or Purchase (4153).

Q. Have you ever used your smartphone while shopping in a store (e.g., to look up product information, prices, features)?

# Smartphones Are an Integral Part of a Multi-channel Purchase Process



**67%**

Research on **smartphone** and then **buy in store**



**23%**

Research on **smartphone**, **visit store** to check out product and then purchase **online** (computer or internet enabled device)



**16%**

Research on **smartphone**, **visit store** to check out product and then purchase on **smartphone**



**9%**

**Visit store**, then purchase on **smartphone**

# Majority of Smartphone Shoppers Purchase

Ever Made A Purchase  
(As A Result Of Using A Smartphone)?



Purchase Channel

In-store: **76%**



Online using  
a computer:  
**59%**



Smartphone:  
**35%**



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users Who Made Purchase As a Result of Using Phone While Shopping (3710).

Q. As a result of using your smartphone have you ever purchased products or services...?

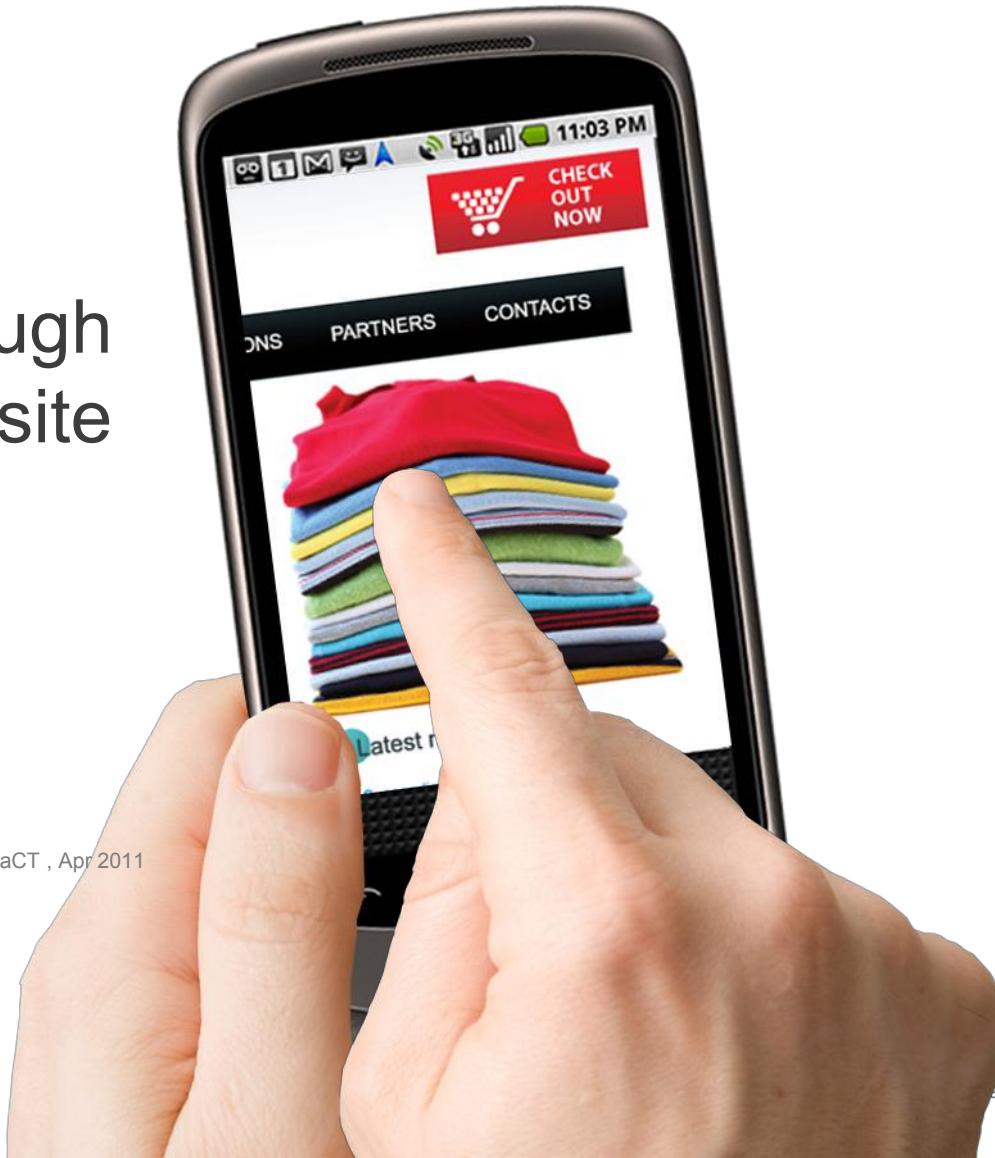
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# Smartphone Shoppers Purchase Via Mobile Websites

27%

through website



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Have Used Smartphone to Purchase (3731)

Q. As a result of using your smartphone while shopping,  
have you ever purchased products or services...?

# Smartphone Shoppers Purchase Via Apps



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Have Used Smartphone to Purchase (3731)

Q. As a result of using your smartphone while shopping,  
have you ever purchased products or services...?

# Shoppers Spent Roughly \$300 On Smartphone Purchases in Past Year

Total Amount Spent On Smartphone Purchases (Past Year)

Median:  
**\$300**



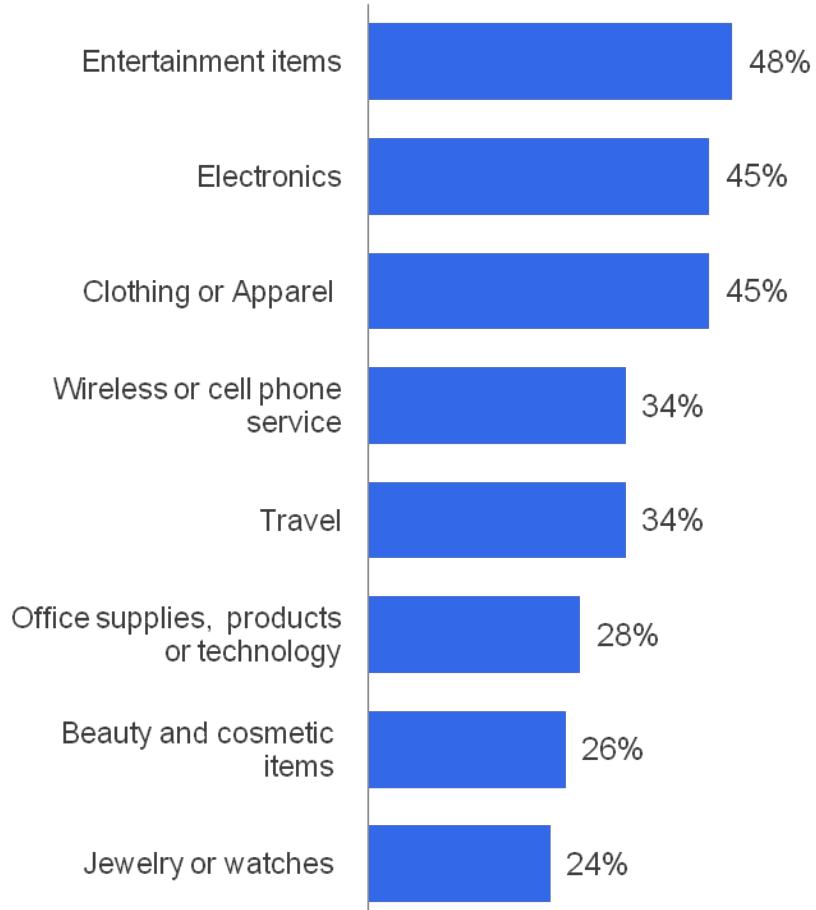
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011  
Base: Purchased Products or Services on Smartphone in Past Year Through App or Website (1255).

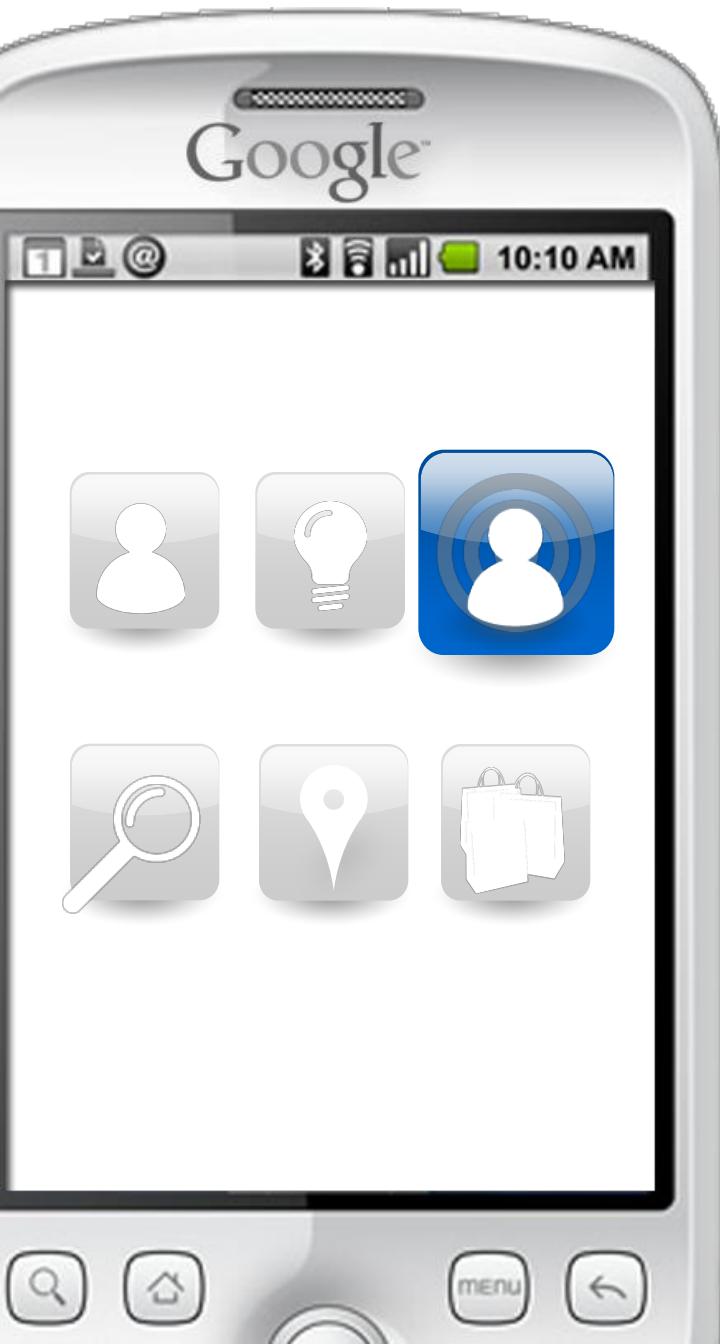
Q. Which of the following purchases have you made on your smartphone in the past year?

Q. And, approximately, how much have you spent in total on these purchases you have made on your smartphone in the past year?

\*Note: Excludes those who "Have not made a purchase in past year".

Top Purchases Made on Smartphone In Past Year





## Reaching the Mobile User



# Cross Media Exposure Influences Mobile Search

## Motivations for Mobile Search As a Result Of



**61%** Word of Mouth

Friends/family 51%

Social networking 38%



**44%** Saw something in Store

Saw in Store 44%



**18%** Saw Online Ad

Banner or search ads 18%



**68%** Traditional Media

TV commercial / program 43%

Radio 40%

Read magazine/newspaper 35%

Billboard 36%

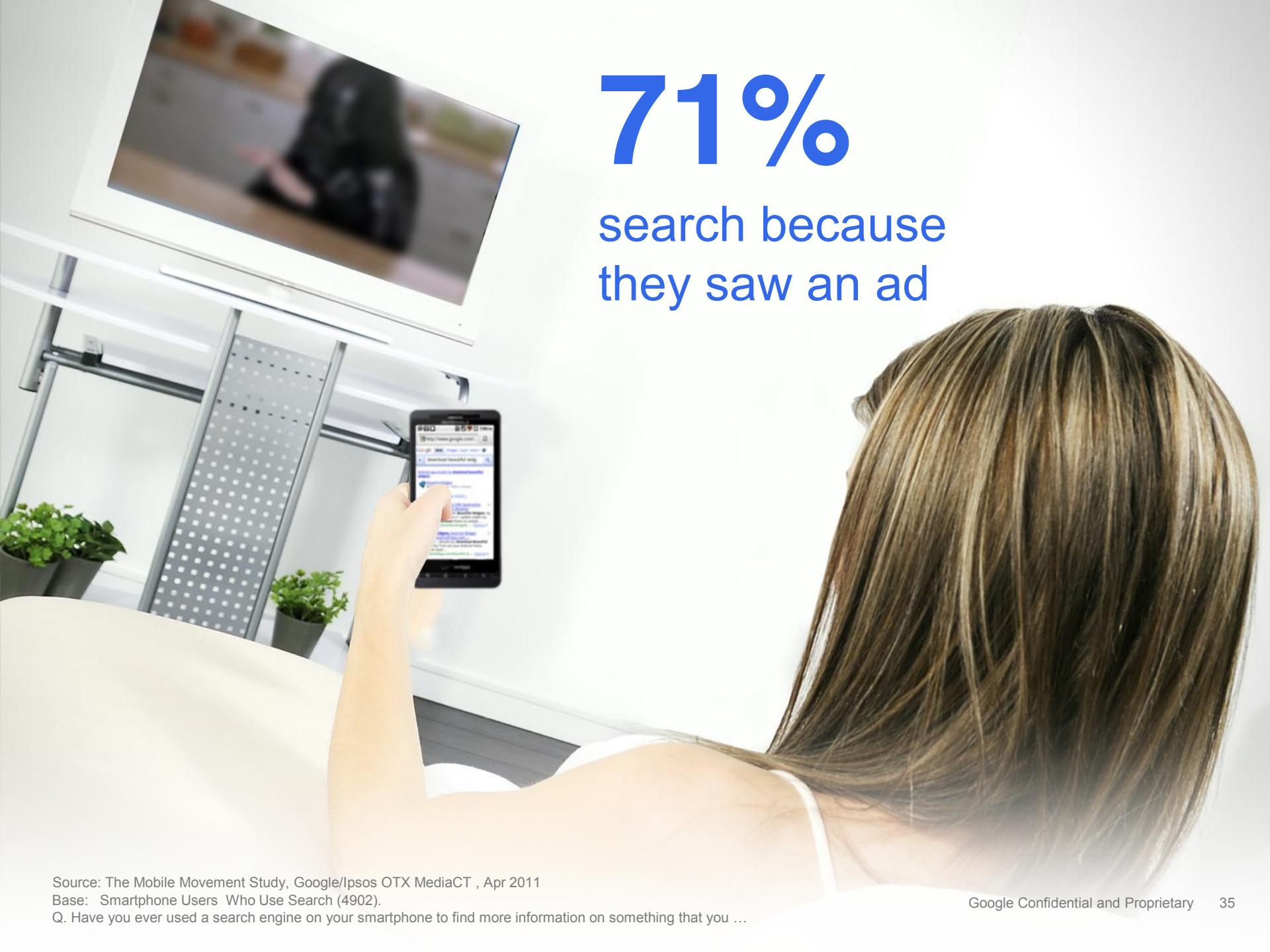
Mail 22%



**27%** Mobile Ad

Mobile search ad 21%

Display ad on website or app 17%



**71%**  
search because  
they saw an ad

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

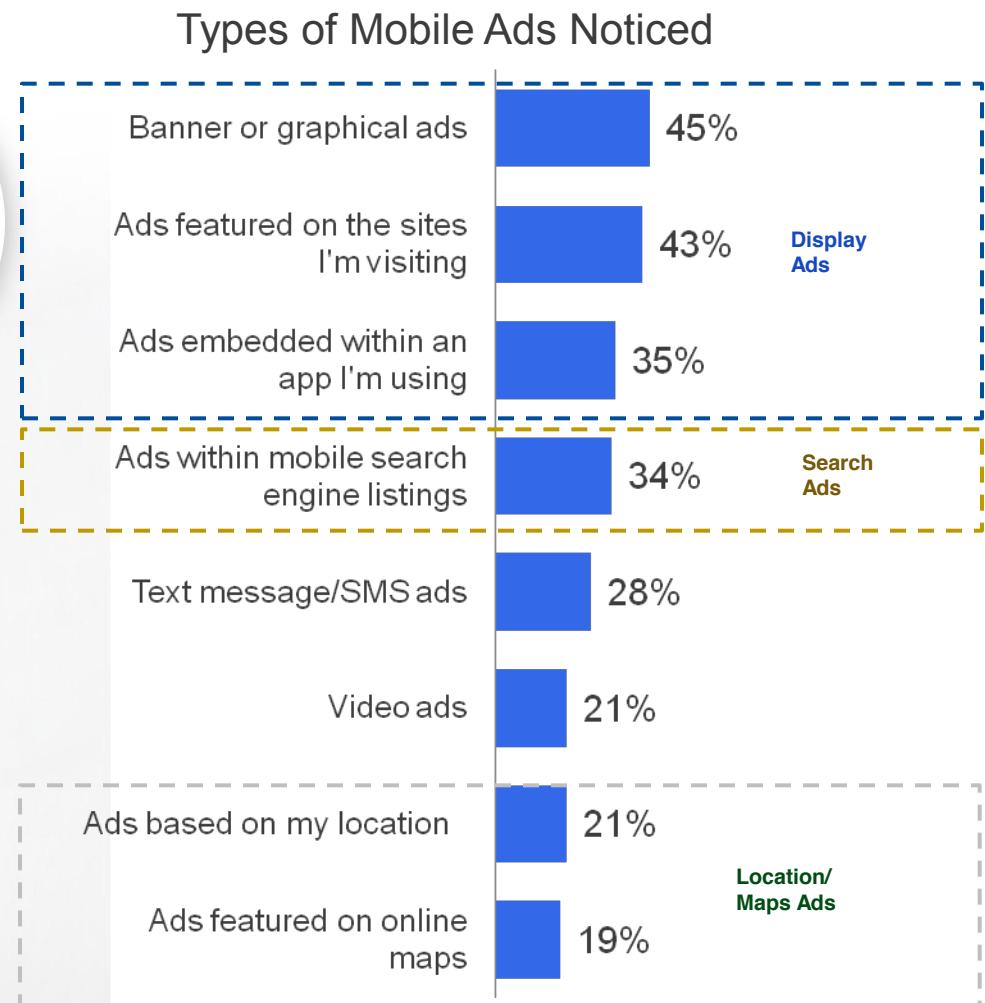
Base: Smartphone Users Who Use Search (4902).

Q. Have you ever used a search engine on your smartphone to find more information on something that you ...

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# A Vast Majority Notice A Mobile Ad



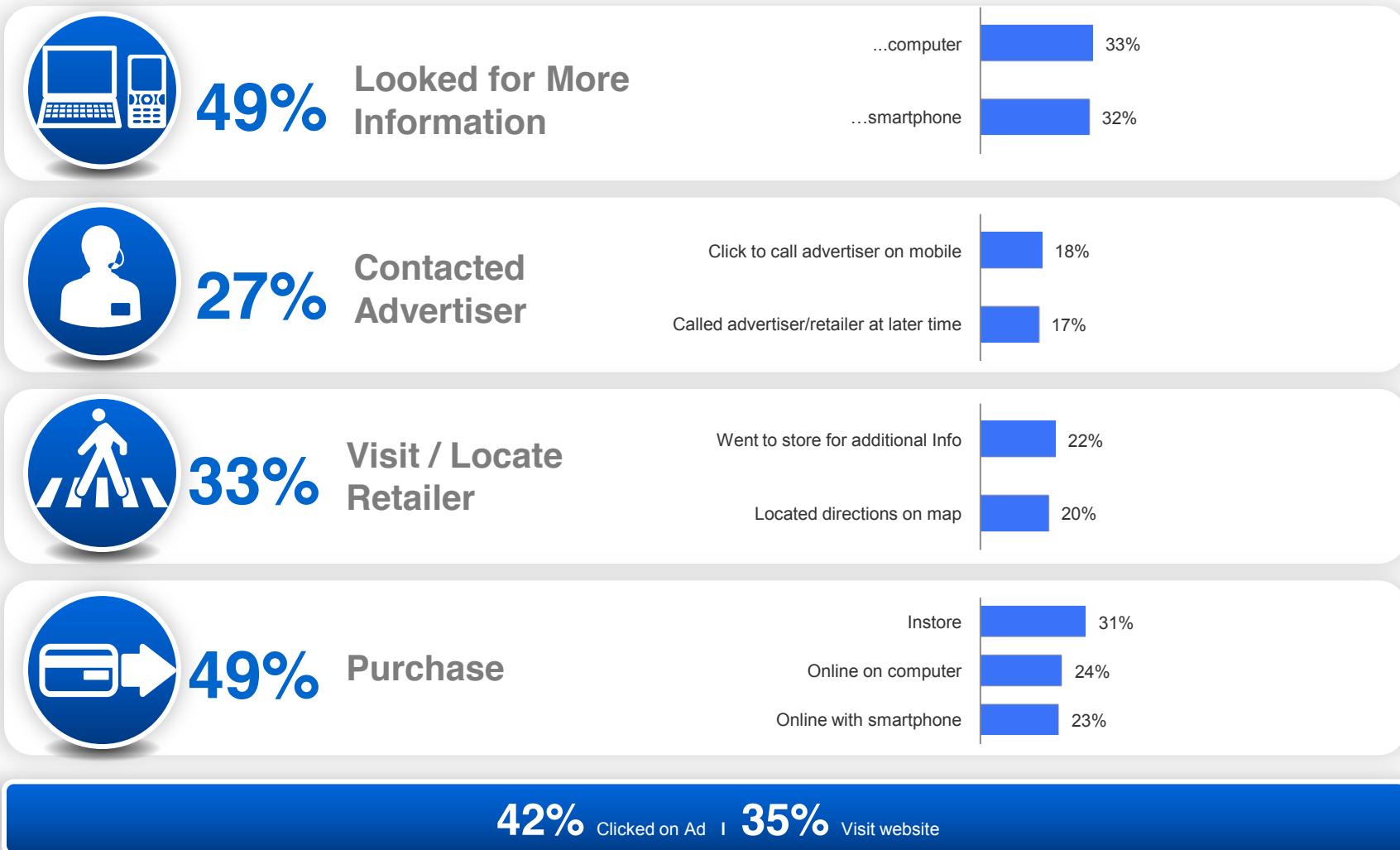
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users (5013)

Q. How often do you notice advertising when you are using your smartphone?

# Half of Those Who See a Mobile Ad Take Action

## Actions Ever Taken As a Result of Seeing A Mobile Ad



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users Who Took Action as a Result of Noticing Ads (1997).

Q. Which of the following actions, if any, have you taken as a result of seeing a mobile ad of any type on your smartphone?

# 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.

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