

A DAY IN THE LIFE OF A SMARTPHONE SHOPPER

Consumers have a love affair with their cell phones—they're by far the most personal devices we use. That intimate relationship offers advertisers the opportunity to build intimate relationships with their customers—provided they understand and leverage how and when their customers access information via their mobile devices.

There are now more wireless devices being used in the U.S. than there are people¹, and

56%

of American adults own smartphones that allow them to go online anytime and anywhere.²

Users take an average of

90 minutes

to respond to an email but just

90 seconds

to respond to a text message.³

Mobile use starts first thing in the morning...

54%

say they use their phones in place of an alarm clock.⁴

Adults spend more media time on mobile

than newspapers and magazines combined.⁵

... and continues as they head for work or school.

29%

of smartphone users access Google Maps and other smartphone navigation apps during their commutes, while

28%

listen to music.⁶

Smartphones remain close companions throughout the day.

69%

of smartphone users use them at work,

80%

use them during outdoor activities, and

71%

use them when they're at a restaurant.⁷

Smartphone studies show that

33%

of users have their phones with them while watching their favorite TV series, and

45%

use their calendar apps to help them organize themselves.⁸

When the workday is over, consumers with money to spend turn to smartphones to get them to your business.

53%

make price comparisons,

39%

find promotional offers,

36%

find location and directions, and

35%

find store hours.⁹

More than one-half (56%)

of U.S. consumers who have made at least one purchase using their smartphone have done so in response to a marketing message delivered via mobile email.¹⁰

Mobile payments for goods and services are expected to quadruple to

\$630 billion

by 2014.¹¹

Once they arrive, they spend more.

84%

of mobile shoppers now use their phones to help with shopping in physical stores. Frequent smartphone users spend **25% to 50% more** in-store than others.¹²

94 million+

smartphone owners used their device to make a purchase in 2012.¹³

At the end of a long day, mobile device users are still online.

Smartphone users access them while they're on dates (**67%**) and at the movie theater (**45%**).¹⁰ They may use online search, social media reviews and GPS to find a restaurant for dinner, and **72%** at the dinner table while they're with their families. When it's time for bed, they put the beloved device on the nightstand and set the smartphone alarm for the next busy day.

44%

of cell phone users have slept with their phones next to their bed because they didn't want to miss anything overnight.¹⁴

CONCLUSION

When you combine the widespread adoption of smartphones with the close personal relationships users have with them, you get a powerful vehicle for reaching connected consumers who are ready to connect with you. Will you be there to answer their call?

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