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
2. Action-oriented Searchers
3. Local Information Seekers
4. Purchase Driven Shoppers
5. Reaching the Smartphone User
General Smartphone Usage
Smartphones Are Embedded Into Daily Life

89% Use their smartphone throughout the day

Source: The Mobile Movement Study, GoogleApps OTXMediaCT, 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 any time you may access the Internet, use apps, text message, etc.
# A Consumer’s Always-on Companion

## Where Smartphone Is Used

- **Home**: 93%
- **On-the-go (e.g., while commuting, walking)**: 87%
- **In a store**: 77%
- **Restaurant**: 73%
- **Work**: 72%
- **At a social gathering/function**: 66%
- **Cafe or coffee shop**: 54%
- **Doctor’s office**: 53%
- **Airport**: 50%
- **Library**: 32%
- **School**: 29%

**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
- 77% Used a search engine
- 68% Used an App
- 48% Watched videos

Smartphone Activities Within Past Week (Excluding Calls)

Source: The Mobile Movement Study, Google/Apscs 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

- Listen to music: 44%
- Watch TV: 33%
- Read a book: 16%
- Read newspaper/magazine: 22%
- Use internet: 29%
- Play video games: 21%

72% Use smartphone while...

Source: The Mobile Movement Study, Google/ Ipsos OTX MediaCT, Apr 2011
Base: Smartphone Users (501+), 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

Activities Conducted While Using Internet on Smartphone

- Waiting (in line at the market, doc office, bus, etc.) 59%
- Eating 48%
- Shopping 44%
- Traveling/commuting (to work, school) 43%
- Socializing/entertaining 40%
- Using the bathroom 39%
- Cooking/and or other household chores 27%
- Taking a smoking break 20%
- Driving a vehicle 20%
- Walking my dog 17%
- Pumping gas 14%
- Having a meaningful conversation 13%
- Playing sports or exercising 13%
- Taking a shower/bathing 8%

Source: The Mobile Movement Study, Google/ipsos CTX MediaCT, Apr 2013

base: Smartphone Users (50+3), 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

- **Stay Connected (89%)**
  - Check and send email: 82%
  - Use a social networking website: 63%

- **Research and Read news (82%)**
  - Read news articles: 56%
  - Look up specific information interested in: 54%
  - Look up sports related information: 36%
  - Look for information for work: 32%
  - Look up health related information: 27%
  - Look up school related information: 18%

- **Navigate (75%)**
  - Look up directions: 69%
  - Use online map or GPS: 59%

- **Keep Entertained (65%)**
  - Listen to music/radio: 45%
  - Watch online videos: 41%
  - Play online games: 39%

- **Manage and Plan (45%)**
  - 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

- Beer: 43%
- Chocolate: 36%
- Superbowl Tickets: 34%
- High Heels: 26%
- Cable TV: 20%

Source: The Mobile Movement Study, GoogleApacs O T X MediaCT, Apr 2011
Base: Smartphone Users (3013)
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
Search is The Most Visited Website

<table>
<thead>
<tr>
<th>Website Type</th>
<th>Visited via Smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engine websites</td>
<td>77%</td>
</tr>
<tr>
<td>Social networking websites</td>
<td>65%</td>
</tr>
<tr>
<td>Retail websites</td>
<td>46%</td>
</tr>
<tr>
<td>Video sharing websites</td>
<td>43%</td>
</tr>
<tr>
<td>General consumer websites</td>
<td>38%</td>
</tr>
<tr>
<td>Brand or manufacturer websites</td>
<td>26%</td>
</tr>
<tr>
<td>Review websites, blogs or msg boards</td>
<td>25%</td>
</tr>
<tr>
<td>Health information websites</td>
<td>24%</td>
</tr>
<tr>
<td>Finance-related websites</td>
<td>24%</td>
</tr>
<tr>
<td>Travel-related websites</td>
<td>23%</td>
</tr>
<tr>
<td>Coupon websites</td>
<td>18%</td>
</tr>
<tr>
<td>Full-length TV programming websites</td>
<td>17%</td>
</tr>
<tr>
<td>Magazine websites</td>
<td>15%</td>
</tr>
<tr>
<td>Other websites</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: The Mobile Movement Study, Googleıpoo 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)

- News: 57%
- Dining/restaurant information: 51%
- Navigational: 51%
- Entertainment: 49%
- Shopping: 47%
- Sports: 40%
- Games and activities: 37%
- Food info (e.g. recipes): 36%
- Technology: 32%
- Travel: 31%
- Finance: 26%
- Medical: 26%
- Business info, products or services: 24%
- Health & fitness: 23%
- Educational: 22%
- Automotive: 17%

Source: The Mobile Movement Study, Google/Skos 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

- To get information when I'm on-the-go: 72%
- To be able to search for information when I'm not in front of a computer or other internet-enabled device: 65%
- It's good for when I need to search for something as quickly as possible: 47%
- It's more convenient to search on my smartphone: 34%
- It's more private than my computer or other internet-enabled device: 16%
- It costs less to search on smartphone than use home computer or other internet-enabled device: 9%
- Other reason: 6%

Source: The Mobile Movement Study, Google Apps OTX MediaCT, Apr 2011
Base: Smartphone Users Who Use Search (4802)
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 Apps OTX MediaCT, Apr 2011
Base: Smartphone Users Who Use Search (4302)
Question: 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

Actions Taken As a Result of a Smartphone Search

- Talked to others: 40%
- Visited social networking: 33%
- Recommended brand or product to others: 24%
- Looked for more information on computer: 53%
- Smartphone: 43%
- Offline: 20%
- Store: 55%
- Online retailer: 33%
- Brand website: 30%
- In-store: 40%
- Online: 35%
- Smartphone: 20%

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
95% Smartphone users have looked for local information

Source: The Mobile Movement Study, Google/Morgan OTX MediaCT, Apr 2011
Base: Smartphone Users (2012)

Q. How often do you look for information about businesses 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 Looking for Local Information

- 77% Contacted a business
- 44% Purchased
- 61% Called
- 59% Visited
- 22% Online
- 36% Store

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

- Called the business: 61%
- Visited a business: 56%
- Looked up business on a map or got directions: 58%
- Visited the website of a business: 54%
- Made a purchase from a business in-store: 36%
- Made a purchase from a business online: 22%
- Recommended a business/service to someone else: 22%
- Read or wrote a review about a business: 20%
- Marked or added a business to my favorites list: 19%

Source: The Mobile Movement Study, Google Apps DTX MediaCT, Apr 2011
Nearly All Local Information Seekers Take Action Within a Day

When Action Is Taken (After Looking Up Local Information)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Action Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediately</td>
<td>36%</td>
</tr>
<tr>
<td>Within a few hours</td>
<td>39%</td>
</tr>
<tr>
<td>Within a day</td>
<td>14%</td>
</tr>
<tr>
<td>Within a few days</td>
<td>8%</td>
</tr>
<tr>
<td>Within a week</td>
<td>2%</td>
</tr>
<tr>
<td>Within a few weeks</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: The Mobile Movement Study, Google/psos CTX 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
Mobile is Transforming Everyday Shopping Behavior

79% Use phone for shopping related activities

70% Use phone while shopping in-store

74% Of smartphone shoppers made a purchase as a result of using smartphone

Source: The Mobile Movement Study, Google/ Ipsos OTX MediaCT, Apr 2011
79% of Users Rely on Smartphones to Help with Shopping

78% In-store Drivers
- Located a retailer: 54%
- Compared prices to decide: 45%
- Searched store's inventory: 34%

69% Get More Product Information
- Read product information and reviews: 44%
- Compared features of a product: 40%
- Used barcode scanner: 26%
- Watched online video: 21%

52% Contact Retailer
- Called a retailer: 46%
- Contacted retailer in another way: 22%

48% Find and Use Offers & Discounts
- Looked for promotions and coupons: 40%
- Used discount coupon on phone: 28%

Source: The Mobile Movement Study, Google/psos OTX MediaCT, Apr 2011
Base: Smartphone Users (5013); Have Used Smartphone to Help Shop (3988).
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 DTXMediaCT, Apr 2011
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

Source: TheMobile Movement Study, Google/ipsos OTX MediaACT, Apr 2011
Base: Have Used Smartphone to Help Shop or Purchase in Some Way (3533)
Q. Which of the following ways do you typically approach shopping with your smartphone?
Note: "None of these" (15%) excluded.
Majority of Smartphone Shoppers Purchase

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

Yes 74%

Purchase Channel

- In-store: 76%
- Online using a computer: 59%
- Smartphone: 35%

Source: The Mobile Movement Study, Googleتpace 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...?
Smartphone Shoppers Purchase Via Mobile Websites

27% through website

Source: The Mobile Movement Study, Google Apps 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

22% through app

Source: The Mobile Movement Study, Google Apps OTX Media CT, April 2011
Base: Have Used Smartphone to Purchase (373k)
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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment items</td>
<td>48%</td>
</tr>
<tr>
<td>Electronics</td>
<td>45%</td>
</tr>
<tr>
<td>Clothing or Apparel</td>
<td>45%</td>
</tr>
<tr>
<td>Wireless or cell phone service</td>
<td>34%</td>
</tr>
<tr>
<td>Travel</td>
<td>34%</td>
</tr>
<tr>
<td>Office supplies, products or technology</td>
<td>28%</td>
</tr>
<tr>
<td>Beauty and cosmetic items</td>
<td>26%</td>
</tr>
<tr>
<td>Jewelry or watches</td>
<td>24%</td>
</tr>
</tbody>
</table>

Source: The Mobile Movement Study, Google/Apacs OTX/CT 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: Excluded those who “Have not made a purchase in past year”.

thinkmobile
with Google

Google Confidential and Proprietary 32
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: 36%

- **44%** Saw something in Store
  - Store: 44%

- **18%** Saw Online Ad
  - Banner or search ads: 19%

- **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%

Source: The Mobile Movement Study, Google, 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 ...
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...
A Vast Majority Notice A Mobile Ad

Notice Ads on Smartphone

<table>
<thead>
<tr>
<th>Types of Mobile Ads Noticed</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner or graphical ads</td>
<td>45%</td>
</tr>
<tr>
<td>Ads featured on the sites I’m visiting</td>
<td>43%</td>
</tr>
<tr>
<td>Ads embedded within an app I’m using</td>
<td>35%</td>
</tr>
<tr>
<td>Ads within mobile search engine listings</td>
<td>34%</td>
</tr>
<tr>
<td>Text message/SMS ads</td>
<td>28%</td>
</tr>
<tr>
<td>Video ads</td>
<td>21%</td>
</tr>
<tr>
<td>Ads based on my location</td>
<td>21%</td>
</tr>
<tr>
<td>Ads featured on online maps</td>
<td>19%</td>
</tr>
</tbody>
</table>

Source: The Mobile Movement Study, Google\(\text{\textregistered}\) and 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

- **49%** Looked for More Information
  - On computer: 33%
  - On smartphone: 32%

- **27%** Contacted Advertiser
  - Click to call advertiser on mobile: 18%
  - Called advertiser/retailer at later time: 17%

- **33%** Visit / Locate Retailer
  - Went to store for additional info: 22%
  - Located directions on map: 20%

- **49%** Purchase
  - In store: 31%
  - Online on computer: 24%
  - Online with smartphone: 23%

**42%** Clicked on Ad | **35%** Visit website

Source: The Mobile Movement Study, GoogleApps 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.

Source: The Mobile Movement Study, Google|Ipsos OTX MediaCT, Apr 2011
Like what you learned?
Find more studies and data at

www.google.com/think/insights