

# In love with My Mobile



# Mobile World

# What **industry** understands by mobile?



**All** mobile devices!



# What **users** understand by mobile?

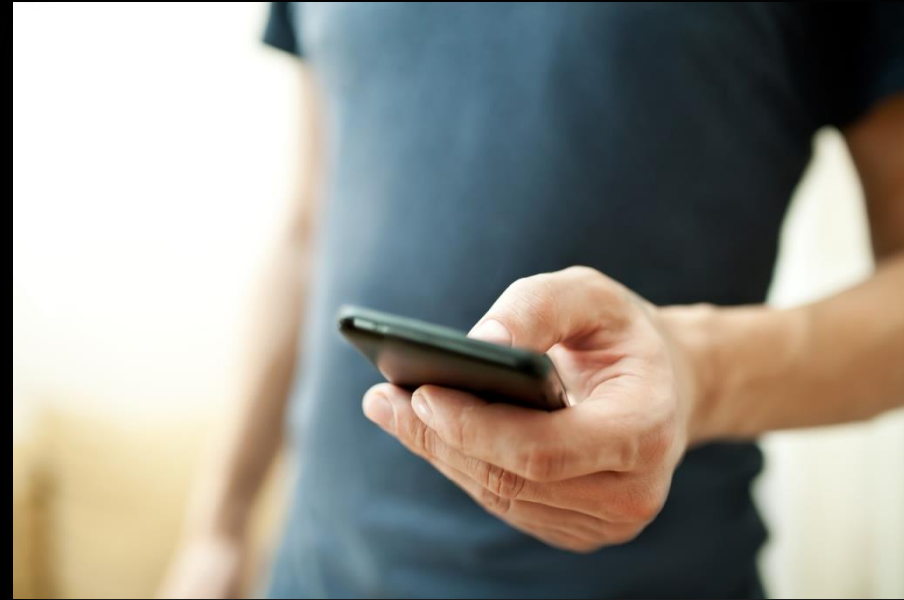
smartphone  
**54%**



tablets & e-readers **14%**

Today, there are...

**4 billions mobile phones in use**  
and **1.08 billion smartphones users**



**Out of 7 billions  
of people  
on the entire planet**

**Are we aware of the**  
**consumption patterns**  
**the mobile devices generate?**

# Smartphones primarily used, *at least once a day*

for

**91%**  
checking  
emails



**90%**  
text  
messaging

# Tablets are complementary to smartphones



Used  
more for  
passive activities

**57%**  
reading

**40%** watching movies, playing games etc.



# Two thirds using mobile devices while watching TV



**41% report use of tablet and  
smartphone simultaneously, at least once a day**

**Are we aware of the**  
**mobile use**  
**segmentation trends?**

**Higher** income leads  
to **lower** mobile devices usage

Over \$100k use

**3.1** hours a day

**Age 55+ leads to  
significant mobile use decrease**

**2.2** hours a day  
*(vs. 3.3 hours average)*

**Male** consumers  
use smartphones  
at a significantly  
higher frequency than **female** consumers

for getting  
news alerts

**72%** vs. **54%**



**65%** of consumers aged under 35

vs.

**listen to music**

**15%** of consumers aged 55+

**89%** of mobile consumption  
happens via **mobile apps**  
rather than mobile web browsing

**Mobile devices market share usage  
is higher in Western countries, such as**



**UK (31%)**

**Ireland (27%)**

**Russian Federation (25%)**

# The Market Research industry has changed

# Do most respondents prefer to be paid for taking surveys?



Would you like to get paid for taking surveys?



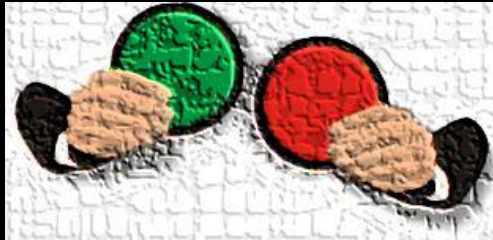
YES

I WOULD LIKE TO GET PAID

51%

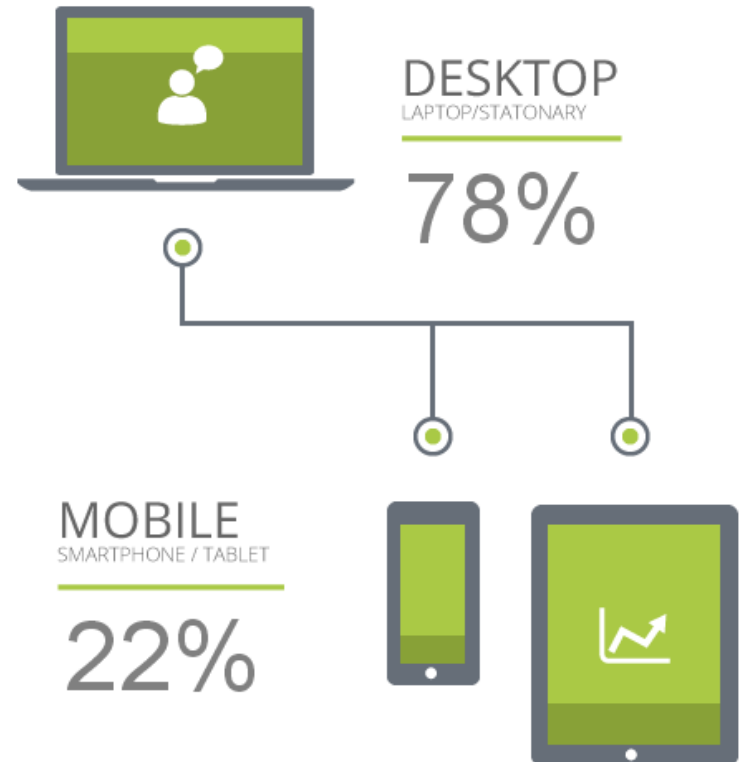


# Less than 20% access surveys via smartphones and tablets



*“The migration to mobile devices as a primary means of accessing the Web continues to grow. Surveys not designed for a Web experience will increasingly foster disengagement with participants.” (GRIT report, December 2013)*

What kind of device do they answer surveys from?






# Our mobile planet – Googling our way to connectivity

Our Mobile Planet

think.withgoogle.com/mobileplanet/en/



Google Ipsos MOBILE MARKETING ASSOCIATION iab.

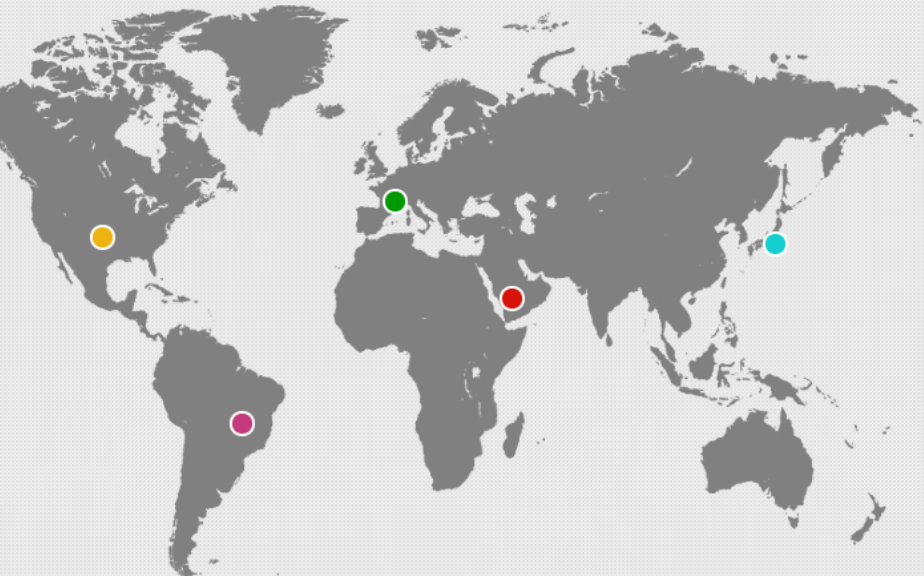
ABOUT LANGUAGE ▼ g+1

## Questions about the mobile consumer?

**Our Mobile Planet has answers.**

Learn about smartphone adoption and usage across 48 countries. Create custom charts to deepen your understanding of the mobile consumer and get the data you need to guide your mobile strategy.

[Create your chart](#)



## DIVE DEEPER INTO THE DATA

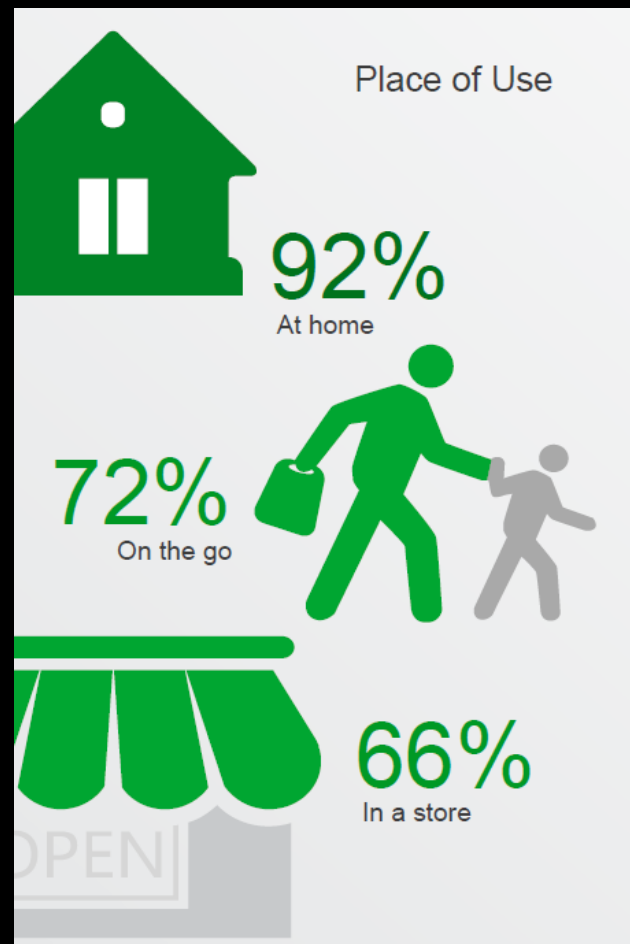
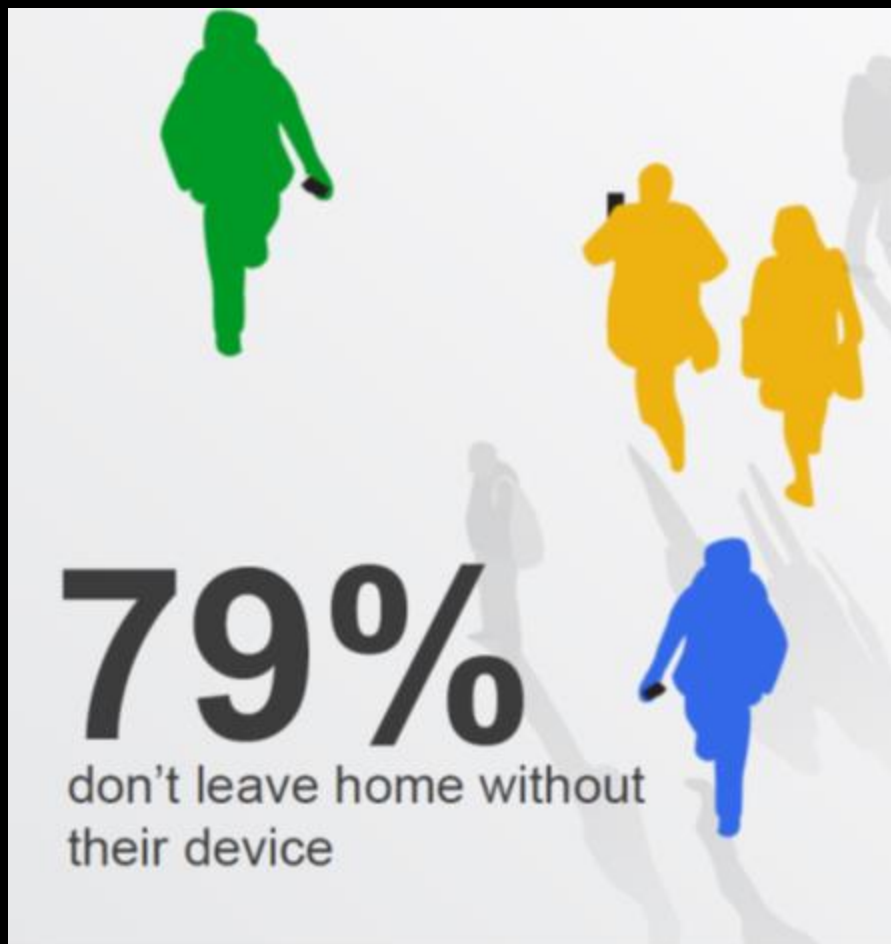


Download the full data set by country and learn about the state of mobile with country level reports from the 2013 Our Mobile Planet Smartphone Research.

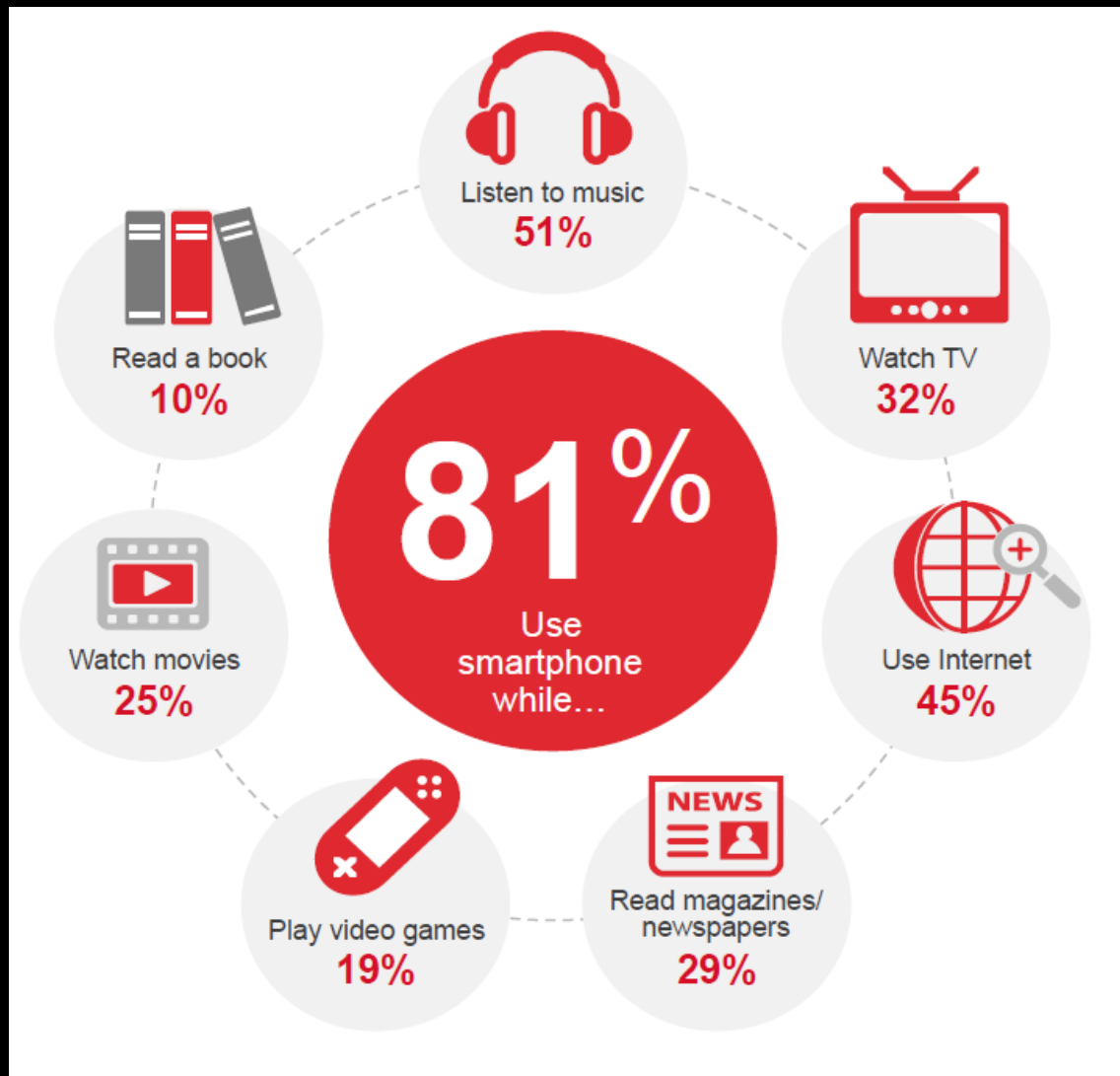
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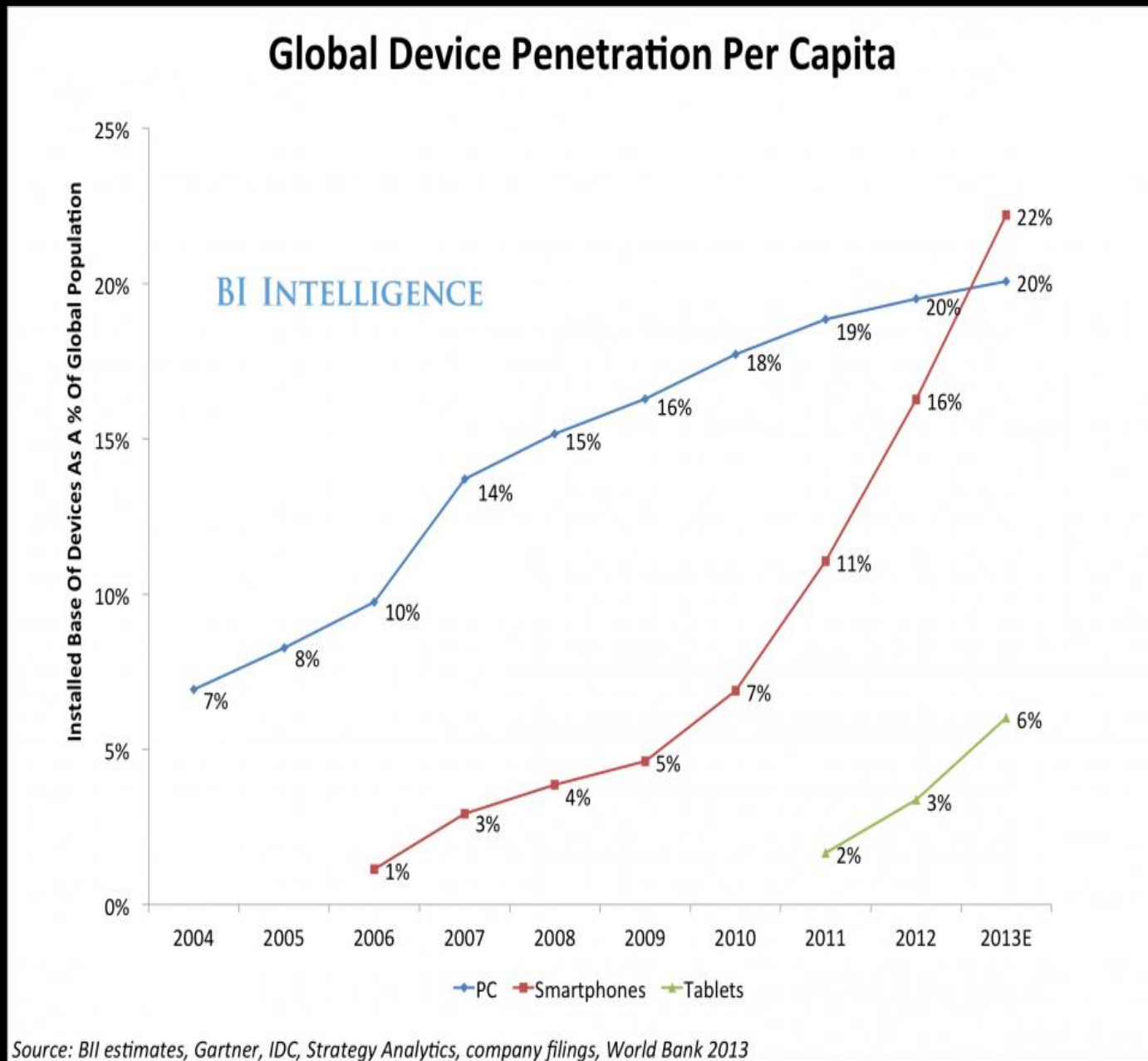
# Smartphones are always on, always with you



# Smartphones are used when multi-media-tasking



# Smartphones penetration has outpaced PCs





# Some answers do not come from questions



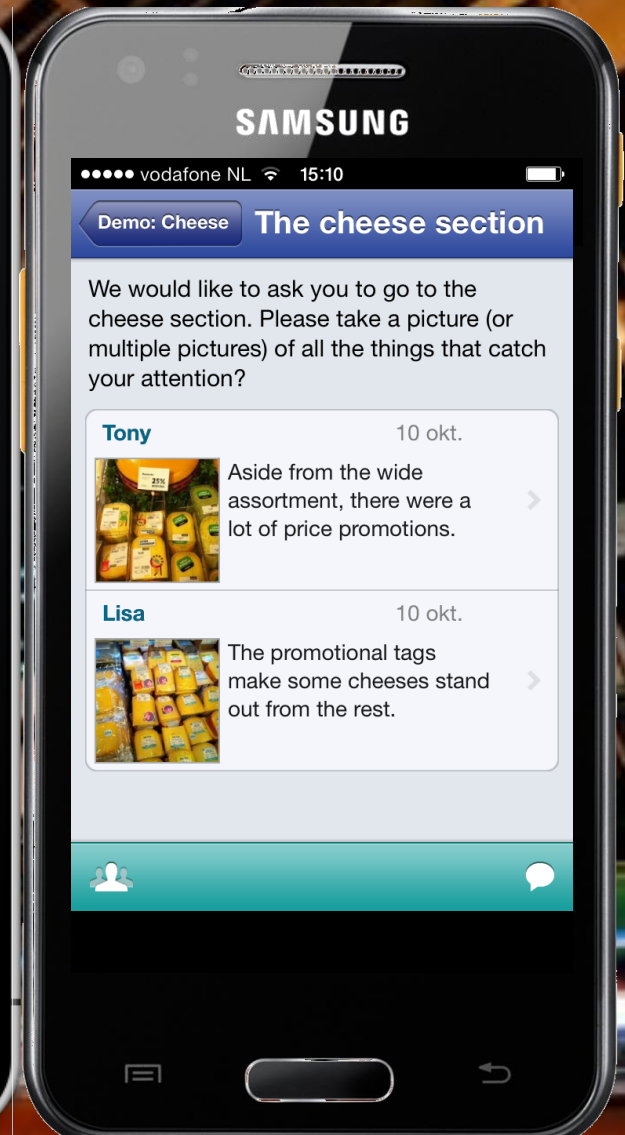
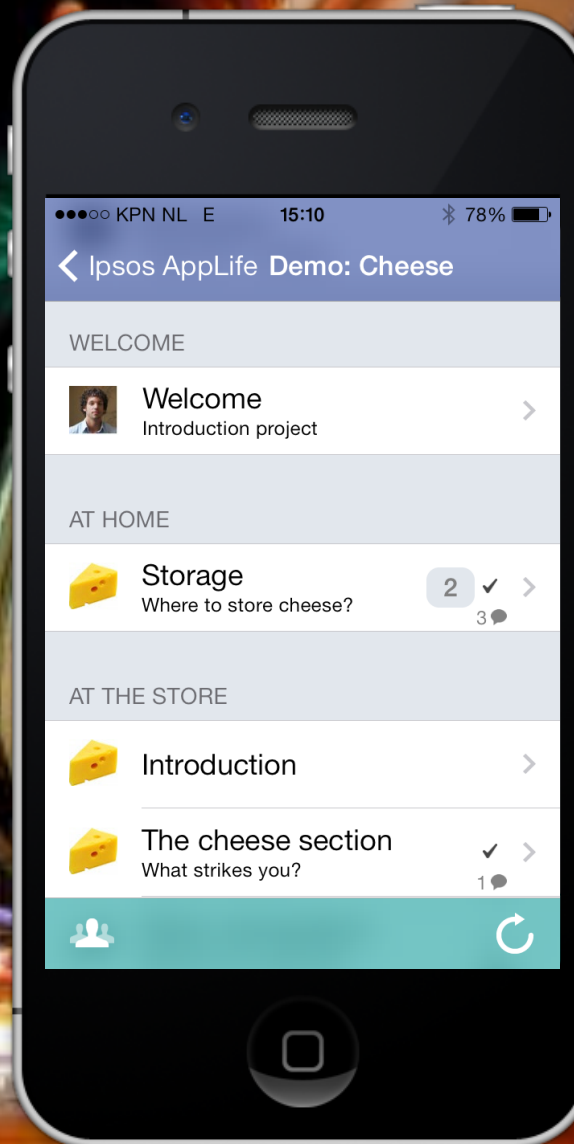


# What is Ipsos AppLife?

## What does AppLife look like?

### Check out our demo!

1. download the app in the Appstore or Playstore.
2. log in with:  
**demo.applife@ipsos.com**  
password: **demo**







# Functionalities of Ipsos AppLife



-home work assignments

Diaries

Visualization with real photos and pictures

# Do you know this about me? My mobile does!



Chris wakes up each weekday morning at 7:30am but struggles to rise, often snoozing the alarm four or five times. After a quick check of his overnight emails he starts his working day in earnest around 9:15am sending emails throughout the day. The majority of phone calls are made during the afternoon with calls made to the US continuing into the evening. He spends the working day either at home, in south or northwest London or travelling abroad. The US is the most popular location. His busiest days are Thursday and Friday when his diary is most full. Chris often sends email until after midnight and retires to bed around 12:30am.

On weekends, he sleeps in and often keeps close to home or travels away to the south coast of England. His main interests include sports, travel, online gambling, and eBay. He also Tweets, especially when travelling and his is one of many mobile applications he uses. The music he listens to is a mix of 90's alternative and modern pop, listening to Snow Patrol more than anything else.

Alarm Clock

GPS / Location

Email

Calendar

Phone

Internet

Media Player

Applications

# Mobile Applicability

# In-Store

# In-Home

# Social Life

# In-Store

## In-store Shopper Diary



# In-Store

## In-store Campaign Effectiveness





# In-Store

## In-store Awareness



# In-Store

## Trade Area Research



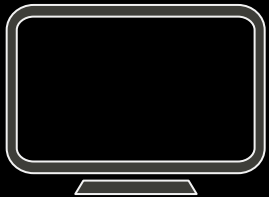
# In-Home

## Understanding browser usage



# In-Home

## TV Viewing Diary



# Social Life

## Customer Journey Diary



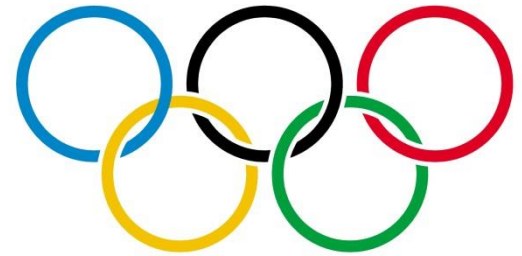
# Social Life

**‘In the moment’**  
Customer  
Opinion  
Research



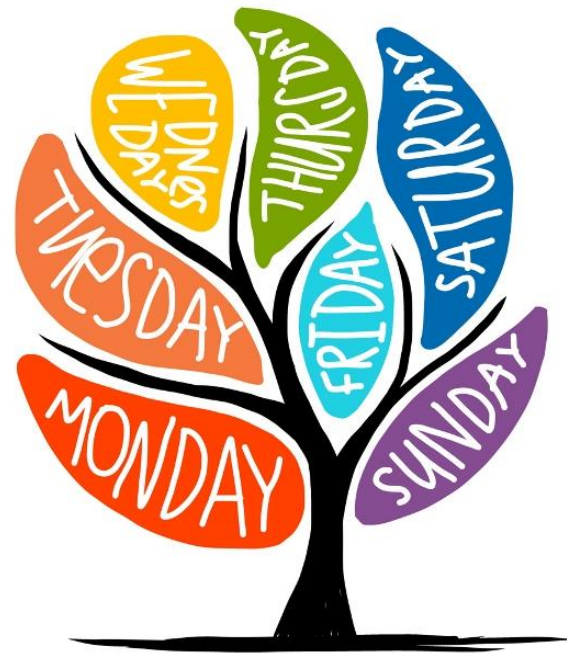
# Social Life

## Event Sponsorship Research



# Social Life

## A Week in The Life





# What **we** can do?

### The purpose of this study was:

To track what consumers purchase out of home.

To track when consumers purchase out of home.

To understand where consumers make these out of home purchases and how choices differ by product category.

To understand why consumers make an out of home purchase and how choices differ by product category.



By combining barcode scanning within our IpsosMobile App and providing an effective tool to capture every impulse purchase we were able to increase the accuracy of this type of research compared to traditional methods.



# TOO SEXY FOR MY PHONE!

NEARLY ONE IN FOUR PEOPLE WOULD GIVE UP SEX TO KEEP THEIR MOBILE PHONE.

WHICH WOULD YOU RATHER DO?

**22%**  
GIVE UP SEX



**78%**  
GIVE UP  
MOBILE PHONE





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