Survey on Young People's Behavioral Characteristics with Mobile Internet

By Ipsos

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According to "The 36th Statistics Report on China Internet Network Development" released by CNNIC, as of June 2015, the scare of mobile netizens in China reached 594 million. As a main user group of mobile Internet, how much on earth are the 18-30 year-old young people attracted to mobile Internet? Which, the mobile phone, or the computer, is mainly used by them to surf the Internet? Which activities are they involved in using mobile Internet? The recent Ipsos survey on mobile Internet behavioral features of 18-30 year-old consumers from 1st and 2nd-tier cities provides you with detailed information on these questions.

Young people born in latter 1980s showed great addict to mobile phones. According to the recent Ipsos survey of Internet users, aged 18-30 and from 1st and 2nd-tier cities, about 80% of the respondents said they felt uneasy not watching their mobile phones in an hour, and 40% would check it every 20 minutes.

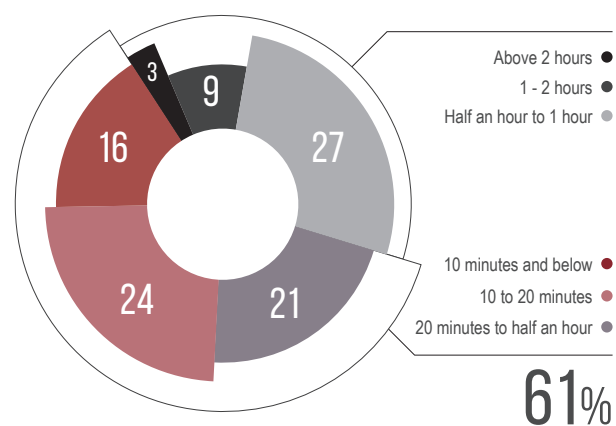## What do you usually feel like not checking your mobile phone in 1 hour? -%(18-30 years old)

Base = 18-30 year-old respondents n = 380

No special feelings ●

21

16

63

79%

Restless ●
Uneasy ●
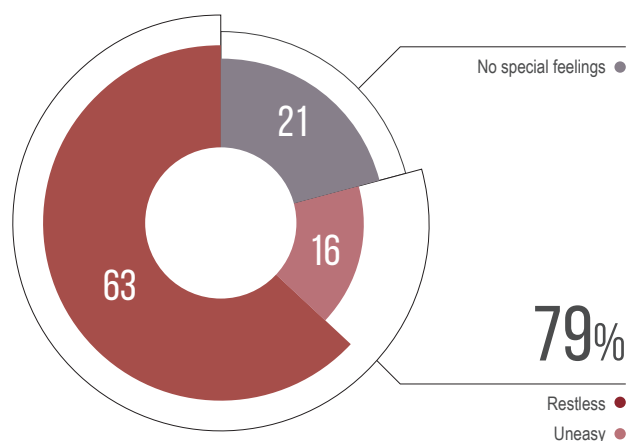
Source：Ipsos

How often do you usually check your mobile phone? - % (18-30 years old)

Base = 18-30 year-old respondents n = 380

Above 2 hours ●
1 - 2 hours ●
Half an hour to 1 hour ●

3

9

16

27

24

21

10 minutes and below ●
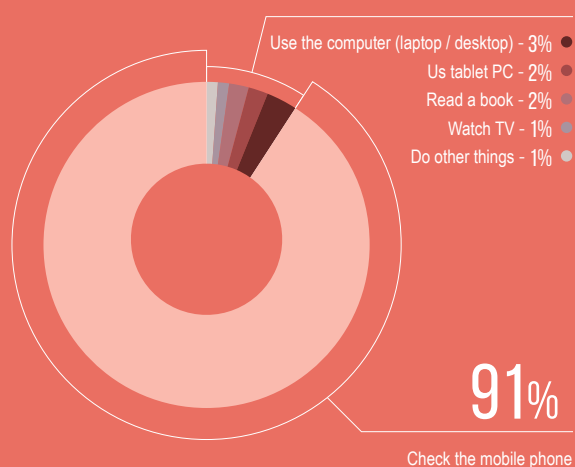10 to 20 minutes ●
20 minutes to half an hour ●

61%

Source：Ipsos

To them, mobile phone was like a most intimate lover that accompanied them both day and night. 91% of the respondents checked their mobile phones before going to bed at night, 93% checked it when they wake up in the morning, in which 45% got access to mobile Internet (to read news/check WeChat, etc.).

## What is the last thing you usually do before going to sleep? -%

Base = 18-30 year-old respondents n = 380

Use the computer (laptop / desktop) - 3% ●
Us tablet PC - 2% ●
Read a book - 2% ●
Watch TV - 1% ●
Do other things - 1% ●

91%

Check the mobile phone

Source：Ipsos

What do you usually do first when you wake up in the morning? - %

Base = 18-30 year-old respondents n = 380

7%

Do other things
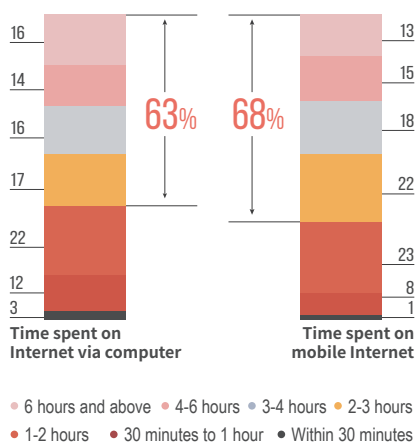
48%

Check time (and no other) on the phone

45%

Access mobile Internet (to read news/check WeChat, etc.)
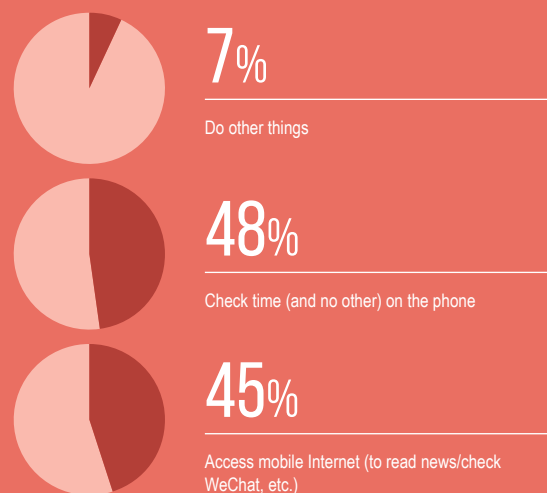
Source：Ipsos

Most young people would rather wait for the refresh than switch to the computer.

Wait a minute and try again on the phone

78%

Try it on the computer

22%
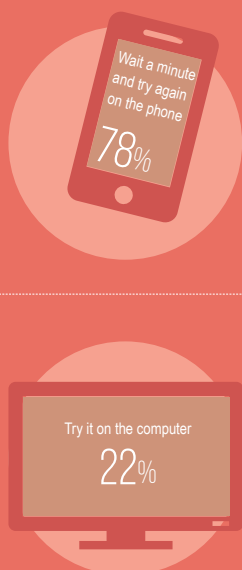
They spent more time on accessing the Internet via the phone than the computer. The survey revealed that 68% of the respondents spent an average of 2 hours and more on mobile Internet, while via the computer, it was only 63%. 89% of the represents said mobile Internet took them more time over the past year, and about 60% said the time they spent on mobile Internet increased, but on computer, decreased.

### Average time spent on Internet via mobile phone/computer each day - %

Base = 18-30 year-old respondents n = 380

16	
14	
16	**63%** **68%**
17	
22	
12	
3	

Time spent on Internet via computer

| 13 |
| 15 |
| 18 |
| 22 |
| 23 |
| 8 |
| 1 |

Time spent on mobile Internet

- 6 hours and above
- 4-6 hours
- 3-4 hours
- 2-3 hours
- 1-2 hours
- 30 minutes to 1 hour
- Within 30 minutes

Source：Ipsos

Changes in time spent on mobile Internet/computer in the past year - %

Base = 18-30 year-old respondents n = 380

19   10   21

58

- Both increased
- Time spent on mobile Internet increased, but on computer, unchanged
- Time spent on mobile Internet increased, but on computer, decreased
- Time spent on mobile Internet did not go up
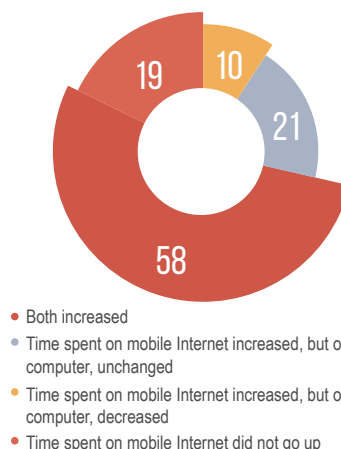
Source：Ipsos

Judging from all the activities on the Internet, mobile phone has replaced computer

## Which devices are used for the following Internet activities? -%

Titles / Options	Mobile phone	Computer	Tablet PC	Seldom / Never do this on the Internet
Online Shopping	**46**	49	4	1
Use group buying / reviews / coupon services	**59**	31	3	7
View product / service reputation	**50**	42	5	3
Use the search engine	**58**	38	3	1
Send and receive e-mails	**22**	72	4	2
Browse news / information	**73**	23	2	2
Visit communities / forums / post bars	**42**	47	5	6
Enquire location / view map	**77**	18	3	2
Reserve airline ticket / train ticket	**44**	45	3	8
Use Internet / mobile banking	**70**	28	1	1
Use online banking payment	**49**	48	1	2
Use third-party payment	**73**	25	1	1
Use Internet finance	**66**	26	2	6
Pay for utilities	**38**	38	3	21
Watch videos	**47**	43	10	-
Reading online / novels / comics	**65**	15	9	11
Play games	**50**	32	10	8
Listen to/Download music online	**69**	24	4	3
Study online	**32**	44	10	14

Source: Ipsos 2015 network survey on mobile Internet behavior in Beijing, Shanghai, Guangzhou, Hangzhou, Chengdu, Xi'an, Wuhan, Shenyang

Online shopping for daily entertainment and foods was very popular among young people. The survey found that 87% of 18-30 year-old respondents often used mobile Internet when they wanted to buy something.

The latter 1980s generation also used mobile phones for various financial activities.

What do you usually do with mobile payment services? -% (18-30 years old)

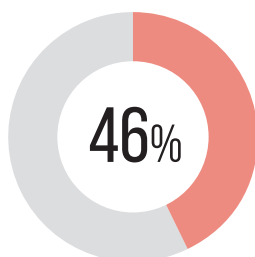Base = 18-30 year-old respondents n = 380

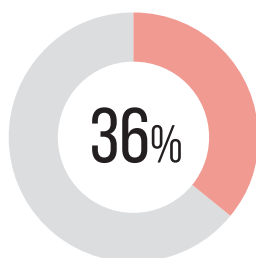## What mobile payment services are mainly used? -% (18-30 years old)

Base = 18-30 year-old respondents n = 380

87%
Online Shopping
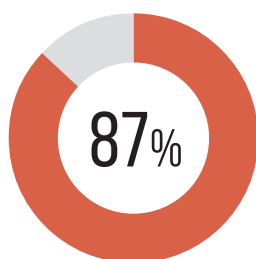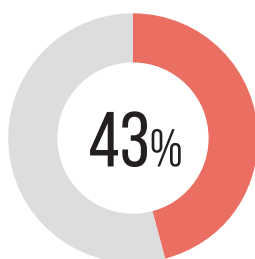
43%
Use meal-delivery service

77%
Use third-party payment services (such as Alipay / WeChat)

62%
Use mobile banking (APP or website)
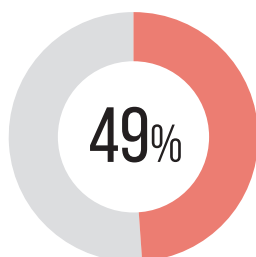
49%
Use group buying / coupon and other services

46%
Buy movie / other tickets

56%
Use online banking payment

48%
Use Internet finance (e.g. Yu'eBao)

36%
View product / service reputation
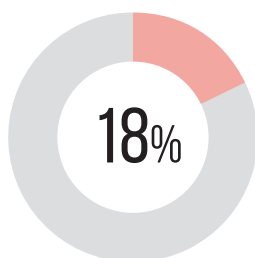
18%
Use online shopping guide services (such as MeiLiShuo)
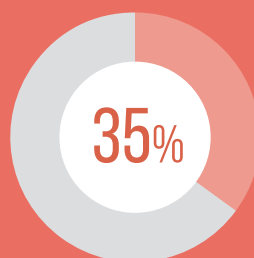
35%
Use mobile payment for utilities (water / electricity / gas / violation etc.)

Source：Ipsos

Source：Ipsos

WeChat and all kinds of chat tools were mainly used in mobile Internet. According to the survey, 91% of 18-30 year-old respondents used WeChat quite frequently, 87% said they often use chat tools on the phone (such as mobile QQ).

Major activities on mobile Internet (Top 20, 18-30 years) -%

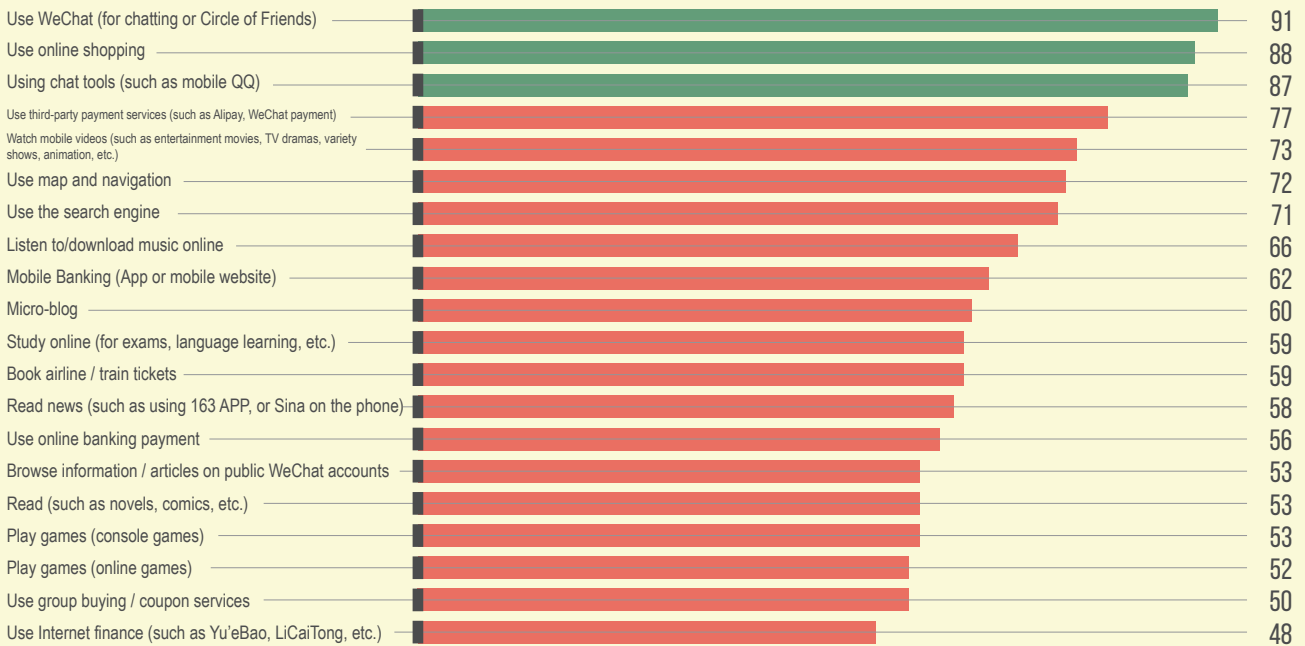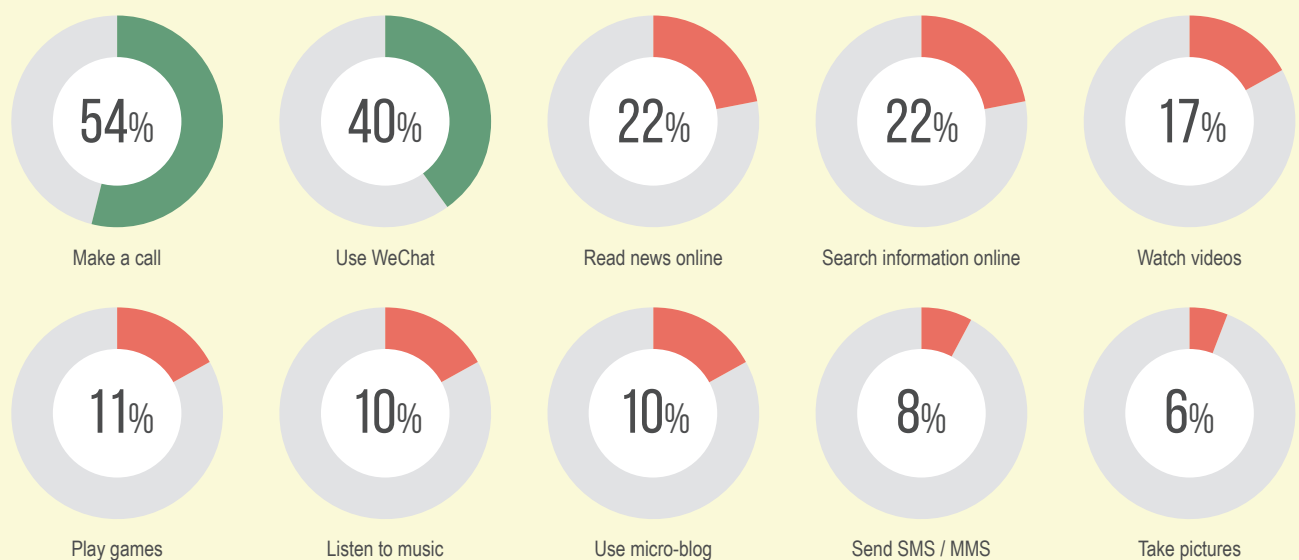Base = 18-30 year-old respondents n = 380

Activity	%
Use WeChat (for chatting or Circle of Friends)	91
Use online shopping	88
Using chat tools (such as mobile QQ)	87
Use third-party payment services (such as Alipay, WeChat payment)	77
Watch mobile videos (such as entertainment movies, TV dramas, variety shows, animation, etc.)	73
Use map and navigation	72
Use the search engine	71
Listen to/download music online	66
Mobile Banking (App or mobile website)	62
Micro-blog	60
Study online (for exams, language learning, etc.)	59
Book airline / train tickets	59
Read news (such as using 163 APP, or Sina on the phone)	58
Use online banking payment	56
Browse information / articles on public WeChat accounts	53
Read (such as novels, comics, etc.)	53
Play games (console games)	53
Play games (online games)	52
Use group buying / coupon services	50
Use Internet finance (such as Yu'eBao, LiCaiTong, etc.)	48

Source：Ipsos

If only two things could be done on the phone, then they were making a call and using WeChat.

If only two things could be done with the phone, what would you do? -%
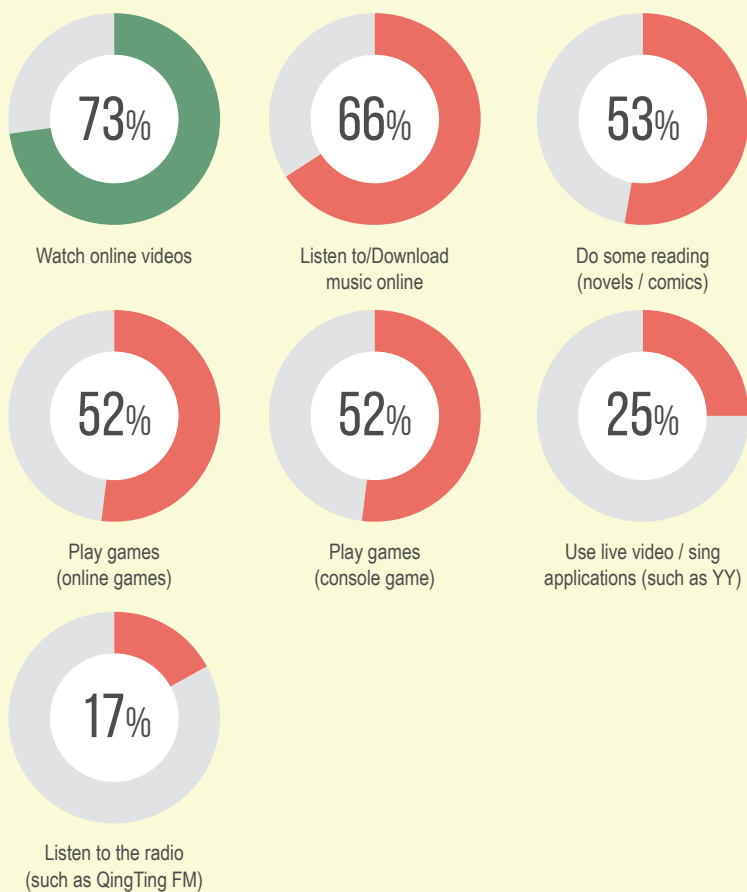
Base = 18-30 year-old respondents n = 380

54%	40%	22%	22%	17%
Make a call	Use WeChat	Read news online	Search information online	Watch videos

11%	10%	10%	8%	6%
Play games	Listen to music	Use micro-blog	Send SMS / MMS	Take pictures

Source：Ipsos

Watching online videos was one of the main recreational activities of young people. The survey indicated that 73% of 18-30 year-old respondents often watched videos via mobile Internet.

What do you mainly do with your mobile phone? (18-30 years old)

Base = 18-30 year-old respondents n = 380

73%
Watch online videos

66%
Listen to/Download music online

53%
Do some reading (novels / comics)

52%
Play games (online games)

52%
Play games (console game)

25%
Use live video / sing applications (such as YY)

17%
Listen to the radio (such as QingTing FM)

Source：Ipsos

Of the 18-30 year-old respondents, about half would use mobile phones to play games.

What do you mainly do with your mobile phone? (18-30 years old)
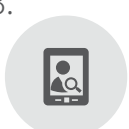
Base = 18-30 year-old respondents n = 380

52%
Play games (online games)

52%
Play games (console game)

Source：Ipsos

To a brand, this means:

1.
Every marketing initiative or mechanism shall be connected to mobile Internet users, and easy access can ensure effective delivery of the campaign.

2.
As for online shopping behavior, we should go beyond the transaction to the emotional level and find out consumer stimulation. With big data, we can now plan and focus on consumer demands.

3.
Given the crazy of the young group about mobile instant communication, we believe more direct contact with consumers online is more appeal than traditional manners. To this end, we should set up a window for sustained dialogue with consumers to draw even closer the relationship between the brand and its consumers or friends.

4.
Mobile online videos have become the main form of entertainment among young people. To create the right videos, especially content suitable for distribution via mobile phones, for the right audience is the key to successful viral marketing.

5.
As fragmentation grows more intense, a single mode of distribution is far from enough to meet the demands of brand communication. A proved and effective marketing is to open up e-commerce purchase channels, launch online activities corresponding to top concerns, interests, media behavior characteristics of the young people, attract them to get involved via mobile phones, PC, offline manners, and share on socializing platforms.