



Our Mobile Planet: Australia

Understanding the Mobile Consumer

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Ipsos OTX MediaCT
The Media, Content and Technology Research Specialists

Executive Summary



Smartphones have become an indispensable part of our daily lives. Smartphone penetration has risen to 52% of the population and these smartphone owners are becoming increasingly reliant on their devices. 58% access the Internet every day on their smartphone and most never leave home without it. **Implication:** Businesses that make mobile a central part of their strategy will benefit from the opportunity to engage the new constantly connected consumer.



Smartphones have transformed consumer behaviour. Mobile search, video, app usage and social networking are prolific. Smartphone users are multi-tasking their media with 80% using their phone while doing other things such as watching TV (48%). **Implication:** Extending advertising strategies to include mobile and developing integrated cross-media campaigns can more effectively reach today's consumers.



Smartphones help users navigate the world. Appearing on smartphones is critical for local businesses. 86% of smartphone users look for local information on their phone and 88% take action a result, such as making a purchase or contacting the business. **Implication:** Ensuring that clickable phone numbers appear in local results and leveraging location-based services on mobile make it easy for consumers to connect directly with businesses.



Smartphones have changed the way that consumers shop. Smartphones are critical shopping tools with 94% having researched a product or service on their device. Smartphone research influences buyer decisions and purchases across channels. 28% of smartphone users have made a purchase on their phone. **Implication:** Having a mobile optimised site is critical and a cross-channel strategy is needed to engage consumers across the multiple paths to purchase.



Smartphones help advertisers connect with consumers. Mobile ads are noticed by 87% of smartphone users. Smartphones are also a critical component of traditional advertising as 63% have performed a search on their smartphone after seeing an offline ad. **Implication:** Making mobile ads a part of an integrated marketing strategy can drive greater consumer engagement.

Understanding the Mobile Consumer

This survey is designed to gain insights into how consumers use the Internet on their smartphones

In detail:

- Facts and figures about smartphone adoption and usage
- Internet usage in general, search, video, social networking, mobile advertising and m-commerce behaviour via smartphones
- This country report is part of a global smartphone study conducted in multiple countries. Visit OurMobilePlanet.com for access to additional tools and data



How are smartphones used in **daily life**?



How do consumers **multi-task** with their smartphones?



What **activities** are consumers conducting on their smartphones?



What role do smartphones play in the **shopping** process?



How do consumers respond to **ads**, offline and on mobile?

Agenda

- 1** Smartphones are Indispensable to Daily Life

- 2** Smartphones Have Transformed Consumer Behaviour

- 3** Smartphones Help Users Navigate the World

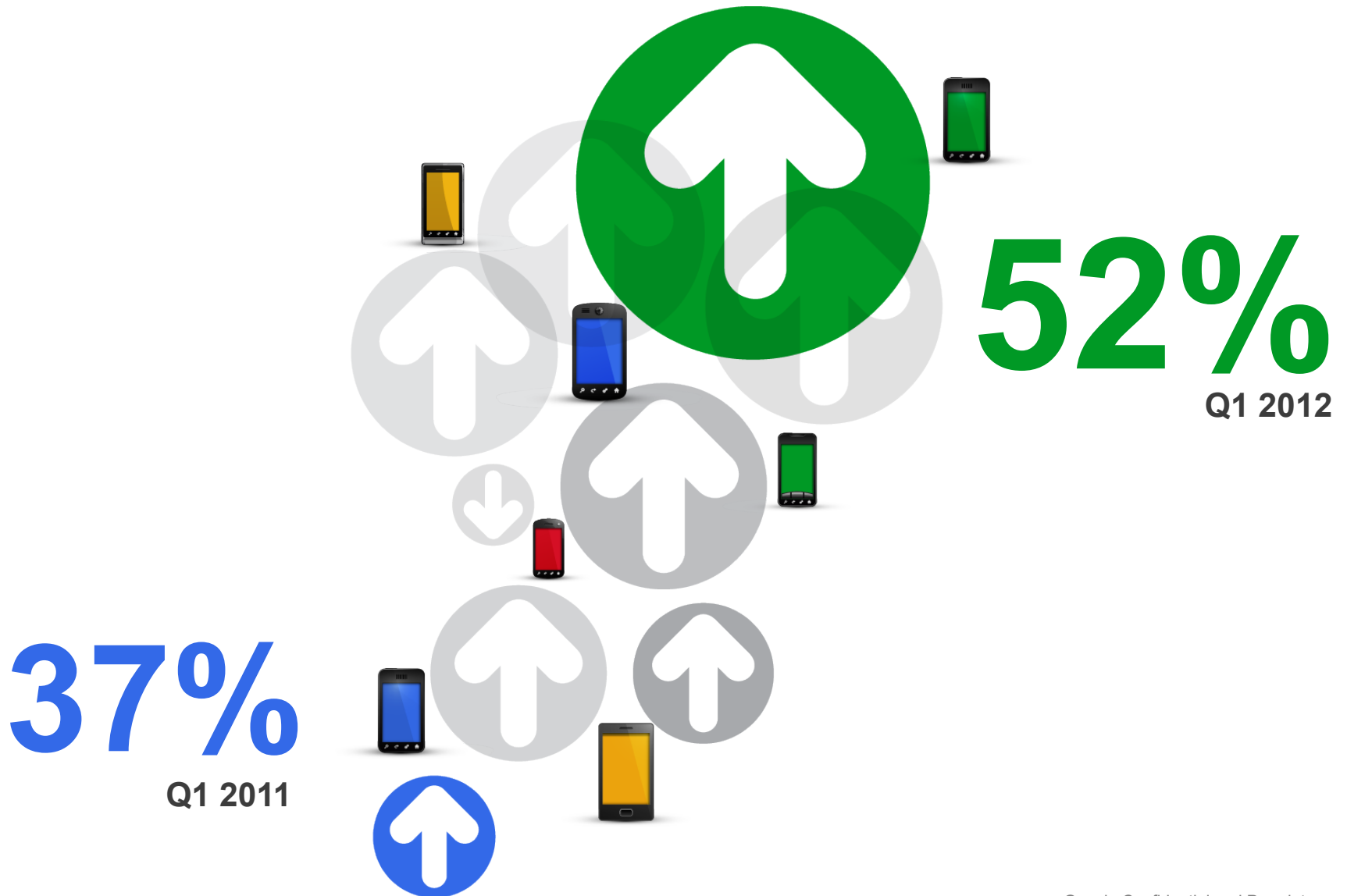
- 4** Smartphones Change the Way that Consumers Shop

- 5** Smartphones Help Advertisers Connect with Customers

SMARTPHONES
ARE INDISPENSABLE
TO DAILY LIFE



Smartphone Penetration is on the Rise



Base: National representative population 16+, n= 1.000
Q1: Which, if any, of the following devices do you currently use?

Smartphones are a Central Part of Our Daily Lives

58%

have used their
smartphones every day in
the past 7 days

Base: Private smartphone users who use the internet in general, Smartphone n= 1,000
Q18: Thinking about the last seven days, on how many days were you online with...?

Smartphones are Always On, Always with You



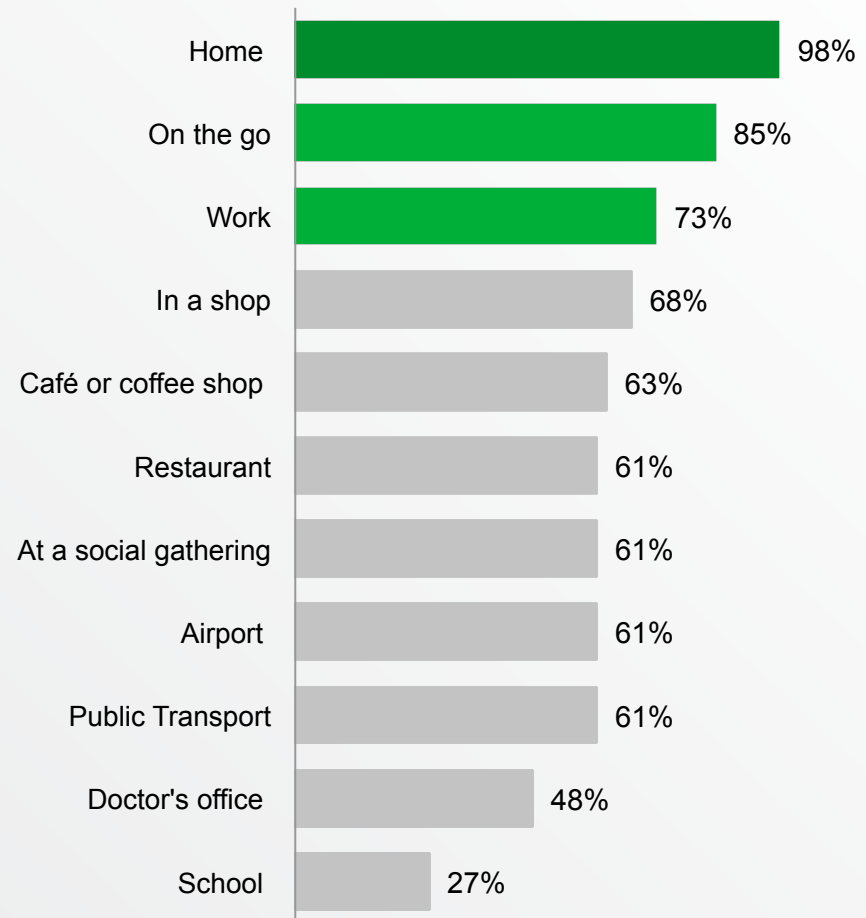
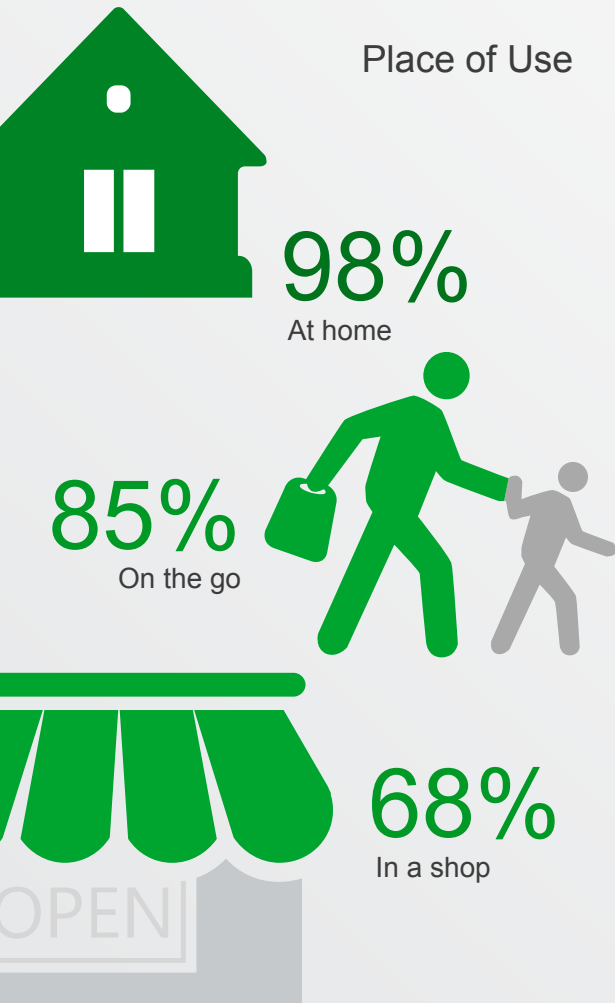
74%

don't leave home without
their device

Base: Private smartphone users who use the internet in general, Smartphone n= 1.000

Q52: To what extent do you agree to each of these statements? Top2 Boxes; scale from 5 – completely agree to 1 – completely disagree. "I don't leave house without my smartphone"

Smartphones Are Used Everywhere

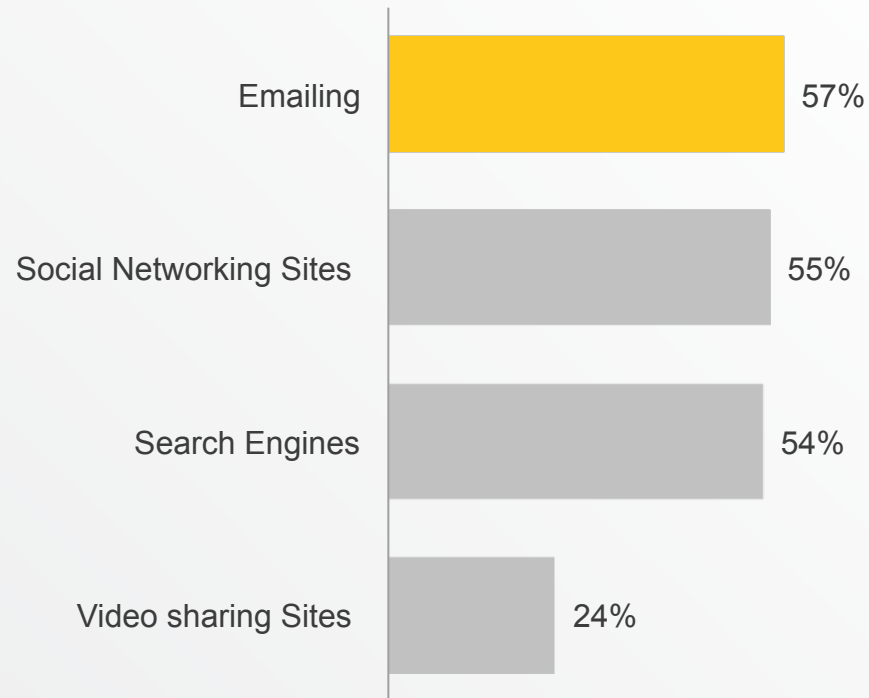


Allowing Users to Stay Fully Connected



65%

access the
Internet on their
smartphones at least
once a day



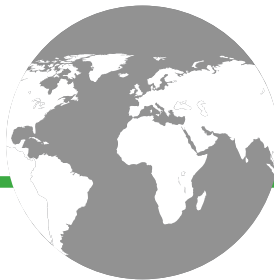
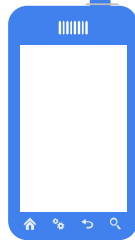
Base: Private smartphone users who use the internet in general, Smartphone n= 1.000

Q9: Using the scale below, please indicate approximately how frequently you use the Internet in general and specific services and types of websites through your browser or apps on your smartphone? Responses reflect at least once a day.

Smartphone Use is Expected to Increase

38%

Expect to use their smartphone more to access the Internet in the future



Base: Private smartphone users who use the internet in general, Smartphone n= 1.000

Q21: Thinking about the next 12 months, what do you expect, how will you be using the internet with your...?

Google Confidential and Proprietary

Smartphones Have Become so Important to Consumers that ...

23%

would rather give up
TV than their smartphone



Base: Private smartphone users who use the internet in general. Smartphone n= 1,000
Q52: To what extent do you agree to each of these statements? Top2 Boxes; scale from 5 – completely agree to 1 – completely disagree. I would rather give up TV than my smartphone. “I would rather give up my TV / desktop PC than my smartphone.”

SMARTPHONES HAVE TRANSFORMED **CONSUMER BEHAVIOUR**



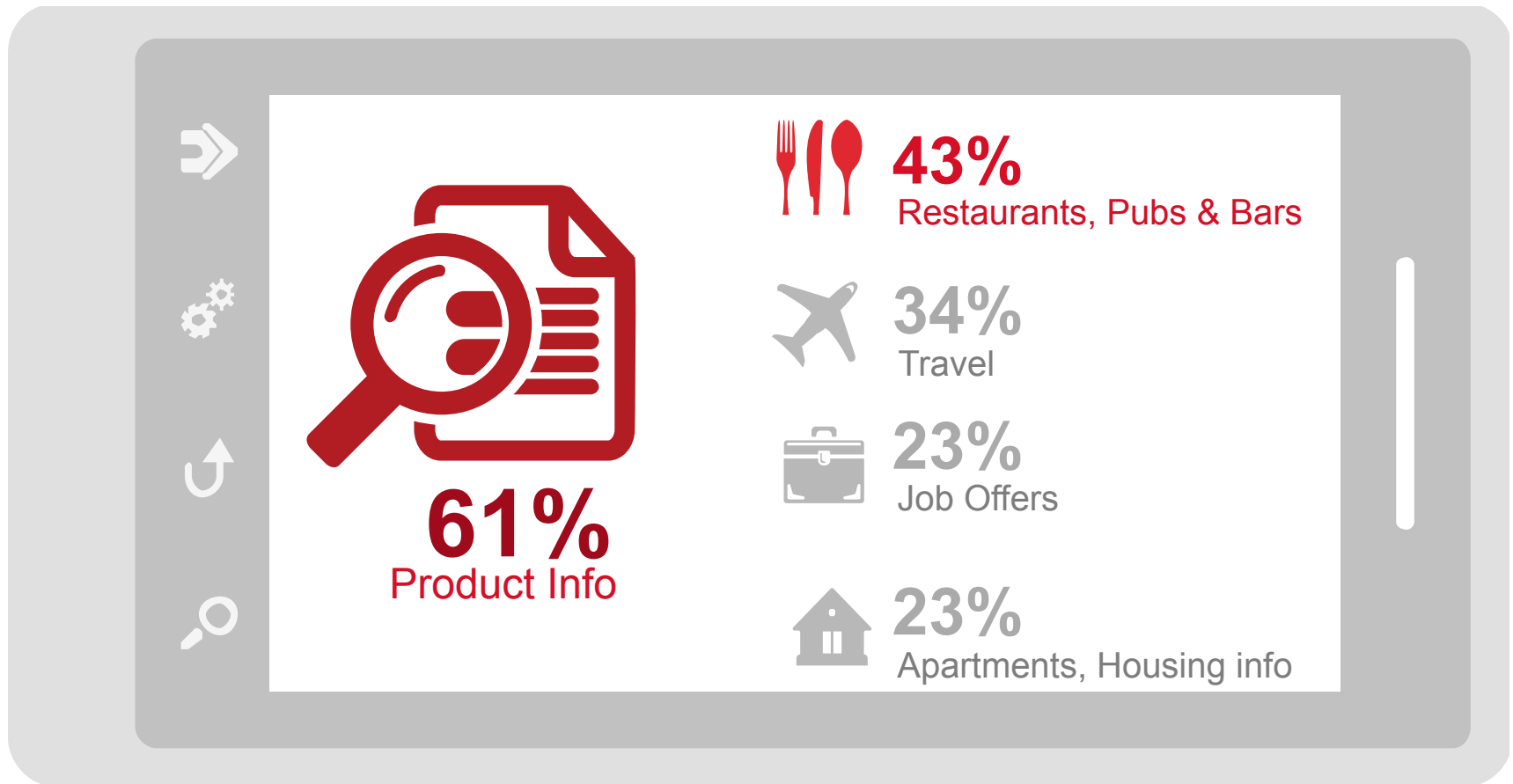
Smartphones are a Major Access Point for Search



51%

search on their
smartphones
every day

Smartphones Inform Our Daily Life



Smartphones are a Multi-Activity Portal



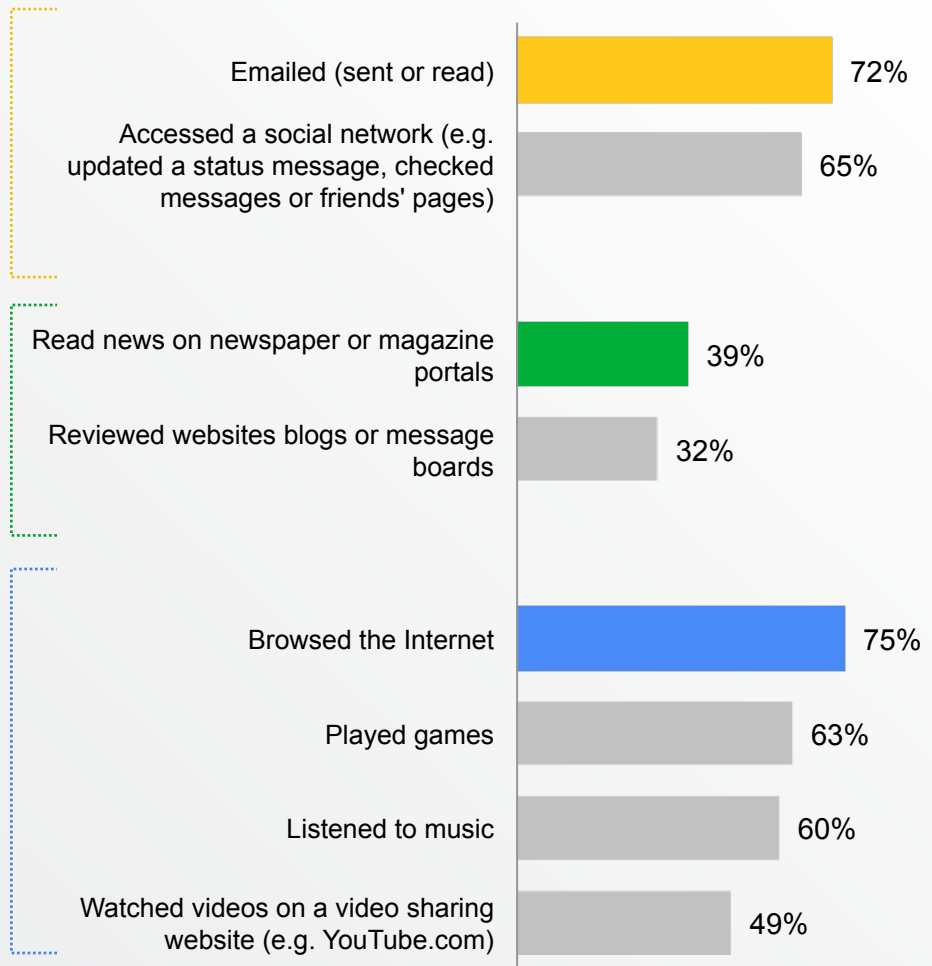
83%
Communication



49%
Stay Informed



88%
Entertainment



App Usage is Ubiquitous



27

apps installed
on average

10

apps used in the
last 30 days

7

paid apps installed
on average

Base: Private smartphone users who use the internet in general, Smartphone n= 1.000

Q24: How many apps do you currently have on your smartphone?

Base: Private smartphone users who use the internet in general and who have at minimum one app on their smartphone, n= 977

Q25: And of the apps that you currently have installed on your smartphone, how many have you used actively in the last 30 days?

Q26: And of the apps that you currently have installed on your smartphone, how many have you purchased for a certain amount in an app store?

Smartphones Users are Avid Video Watchers



CLICK TO WATCH VIDEO

65%

watch video

14%

use video at least
once a day

Smartphone Users are Frequent Social Networkers

78%

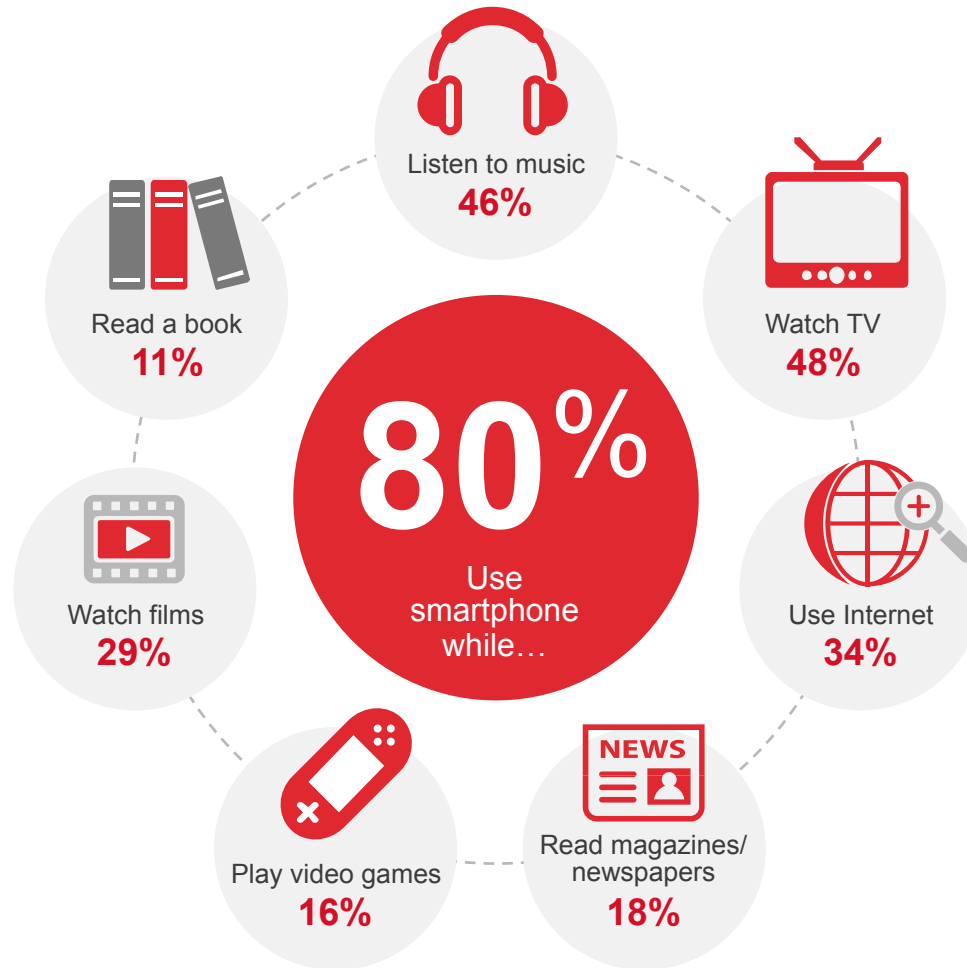
visit social
networks

49%

visit at least
once a day

Base: Private smartphone users who use the internet in general, Smartphone n=1,000.
Q38: How often do you visit a social network (via websites or apps) on your ... ?

Smartphones Are Used While Multi-tasking with Other Media



Base: Private smartphone users who use the Internet in general and who were online yesterday with their smartphone, Smartphone n= 816

Q22: When you use the Internet on your smartphone, which if any of the following – do you do at the same time?

SMARTPHONES
HELP USERS
NAVIGATE THE WORLD
AROUND THEM





86%

of smartphone users
have looked for local
information

88%

have taken action as
a result

Base: Private smartphone users who use the internet in general. Smartphone n= 1,000
Q33: How often do you look up local businesses or services on your smartphone? (Ever)
Base: Private smartphone users who use the internet in general and who look at least less than once a month for information on
the following actions have you taken after having looked up this type of

Looking for Local Information is a Frequent Smartphone Activity



48%

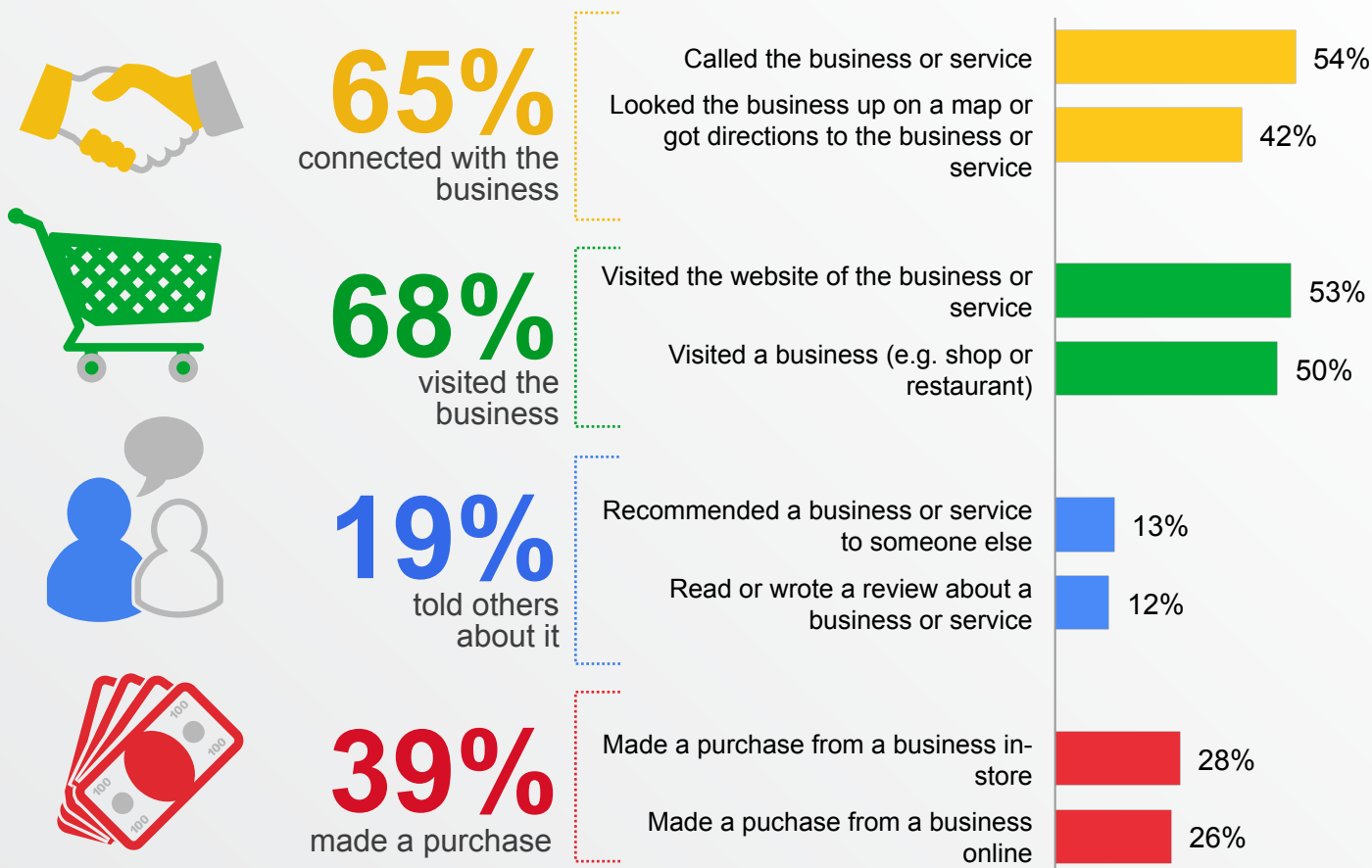
Look for local information at
least **once a week**



18%

Look for local information
daily

Local Information Seekers Take Action



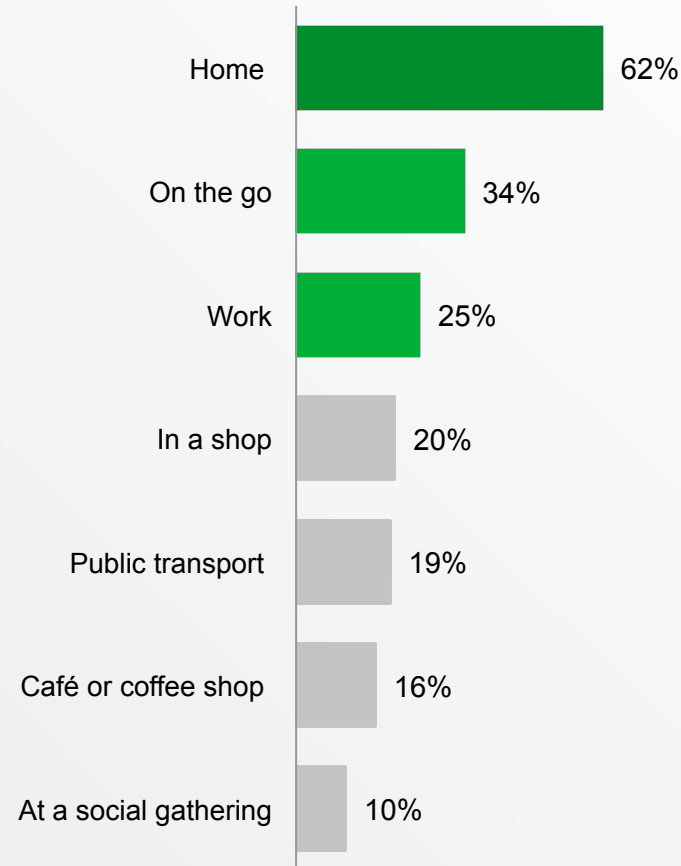
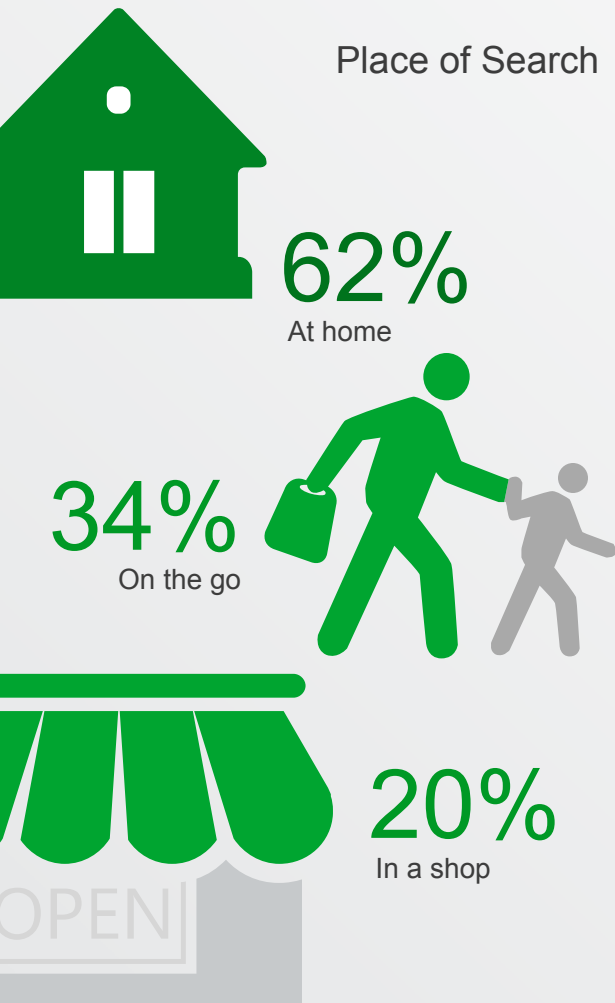
Base: Private smartphone users who use the internet in general and who look at least less than once a month for Information on their smartphone, Smartphone n= 865

Q34: Which of the following actions have you taken after having looked up this type of information (business or services close to your location)?

SMARTPHONES CHANGE THE WAY CONSUMERS SHOP

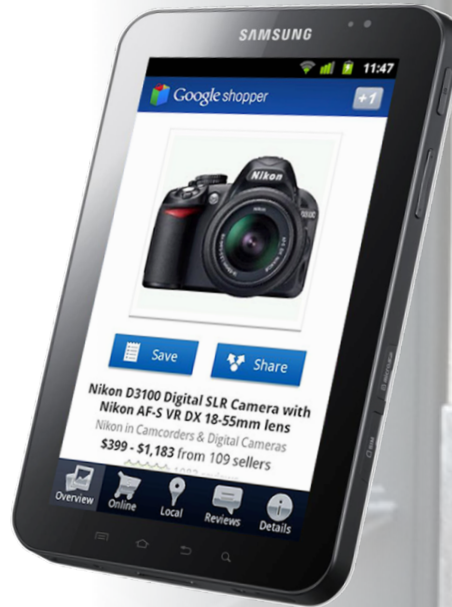


Smartphones Allow Users to Research Products Anytime, Anywhere



94%

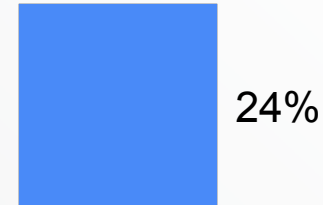
have researched
a product or service
on their phone



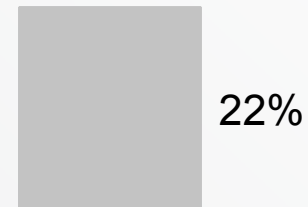
Smartphones are Our Primary Shopping Companions



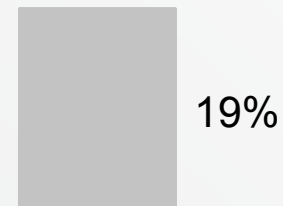
I intentionally have my smartphone
with me
**to compare prices and
inform myself
about products.**



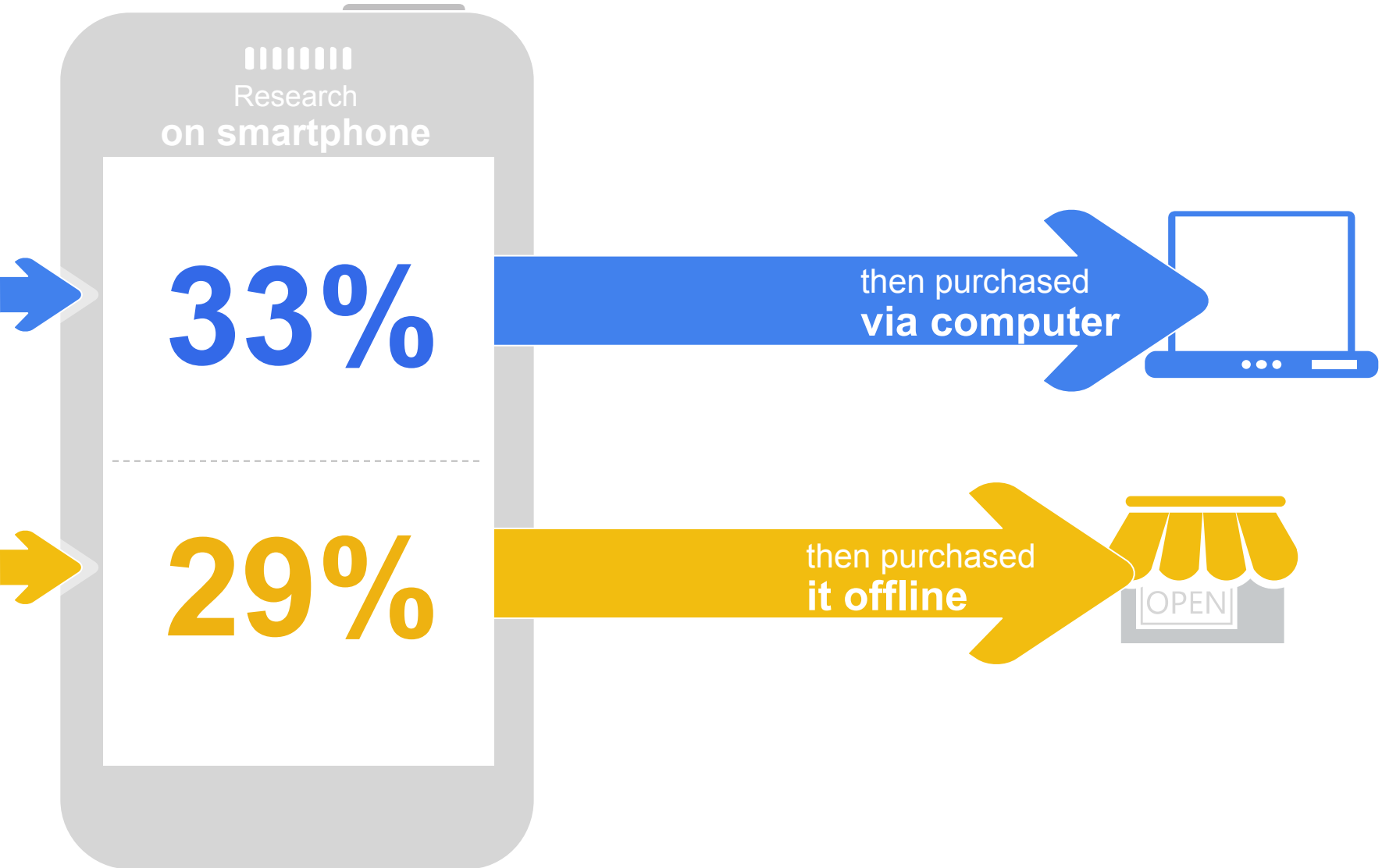
**I have changed my
mind about purchasing
a product or service
in store** as of a result of information
I gathered using my smartphone.



**I have changed my mind about
purchasing a product or service
online** as of a result of information that I
gathered using my smartphone.



Research that Starts on Smartphones Leads to Purchases Across Channels



Base: Private smartphone users who use the internet in general, Smartphone n= 1.000

Q48: Listed below are various products or services. For each of these products or services please indicate which statement applies to you.

Smartphones Are an Emerging Point of Purchase



28%

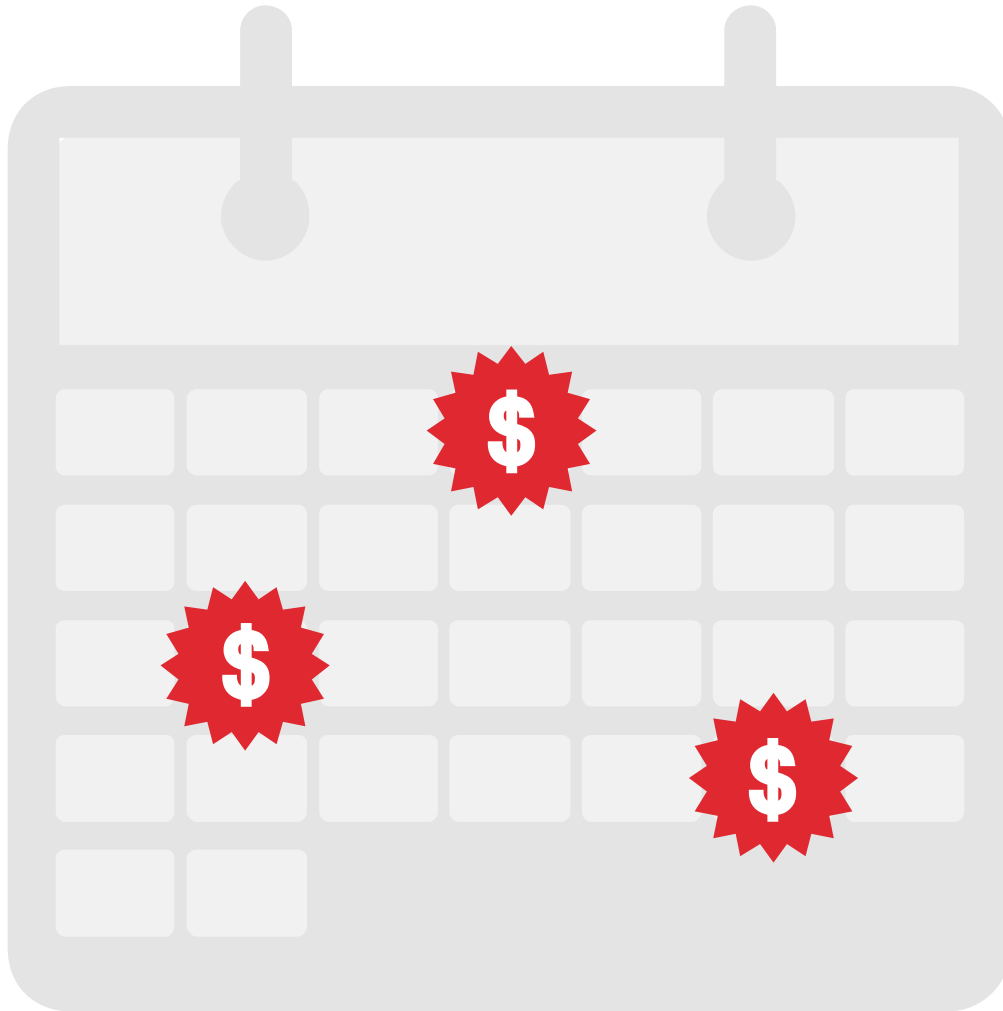
of smartphone users have purchased a product or service on their smartphone

60%

of these smartphone shoppers have made a purchase in the past month

Base: Private smartphone users who use the internet in general, Smartphone n= 1,000
Q44: Have you ever purchased a product or service over the internet on your smartphone? With product or service we mean everything that you can buy excluding apps. Base: Private smartphone users who use the internet in general and who purchased via internet on their smartphone n= 280
Q45: Have you made a purchase by using your smartphone in the past month?

Smartphones Shoppers are Frequent Buyers



59%

make mobile purchases
at least once a month

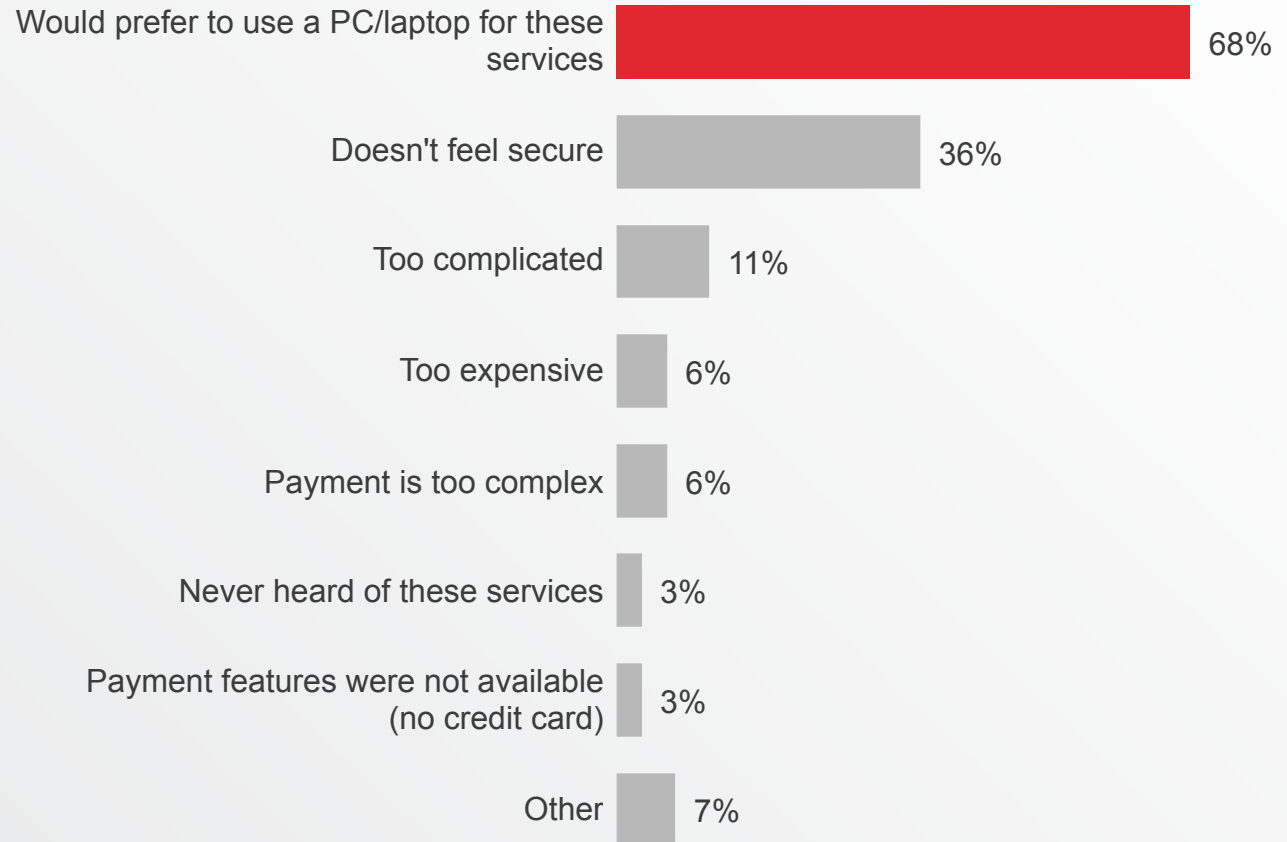
Mobile Commerce will Continue to Grow



28%

expect to make **more mobile purchases** in the future

Barriers to Mobile Commerce Still Exist



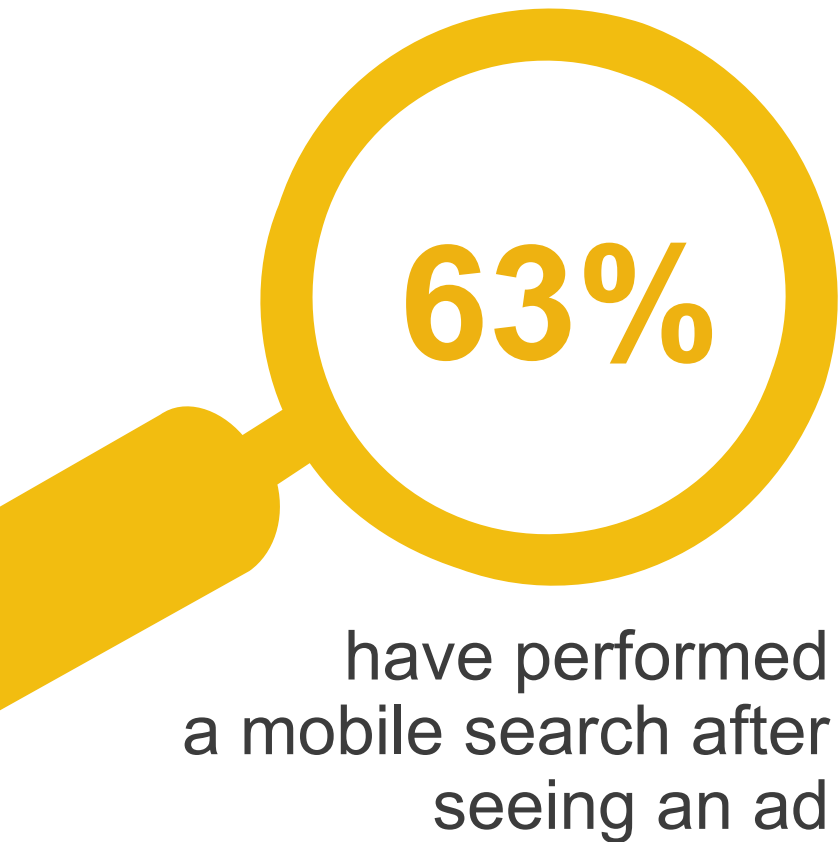
Base: Private smartphone users who use the internet in general and who have NOT purchased via internet on their smartphone n= 720

Q46: Why have you not made a purchase using your smartphone?

SMARTPHONES
HELP ADVERTISERS
**CONNECT WITH THEIR
CUSTOMERS**



Offline Ad Exposure Leads to Mobile Search



Ad location



TV
57%



Shop/business
54%



Magazines
42%



Posters / Billboards
37%

The First Page of Mobile Search Results is Key

59%

only look at the **first page of results** when conducting a search on their smartphone



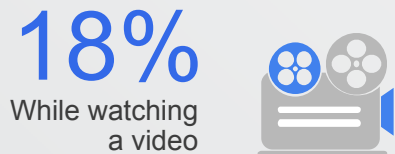
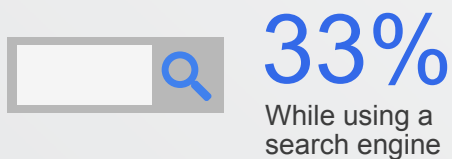


87%

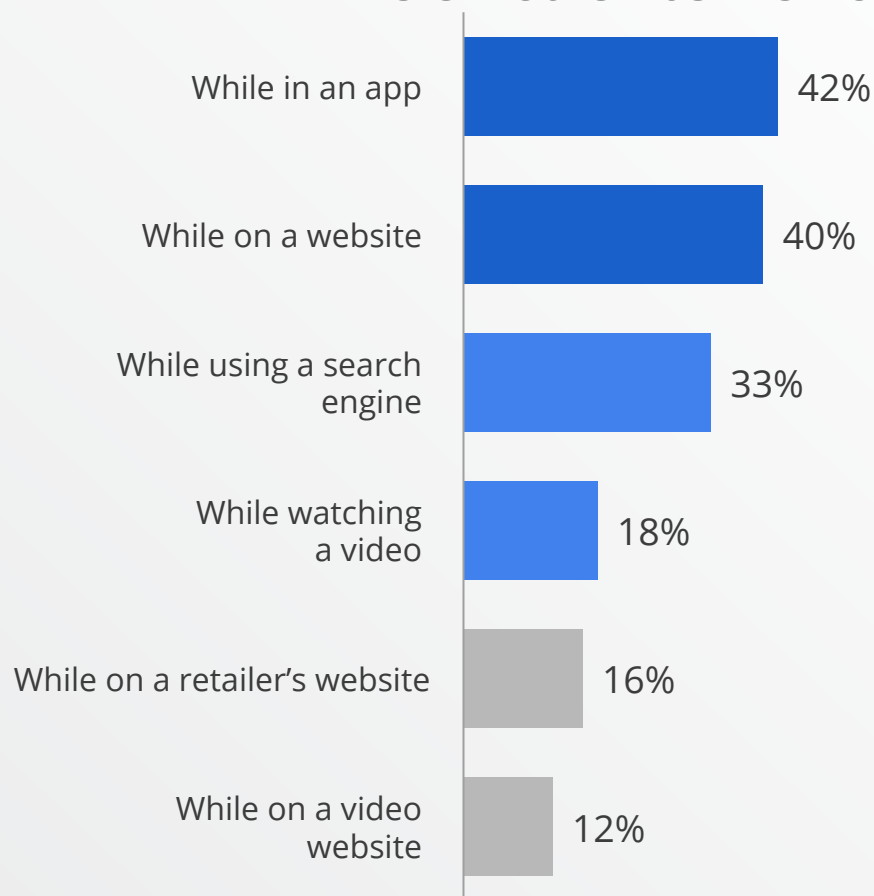
of smartphone users
notice mobile ads

Base: Private smartphone users who use the internet in general, Smartphone n= 1.000
Q41: How often do you notice advertising when you are using the browser or an app on your smartphone? (Ever)

Mobile Ads Make an Impression



Where Mobile Ads Are Noticed



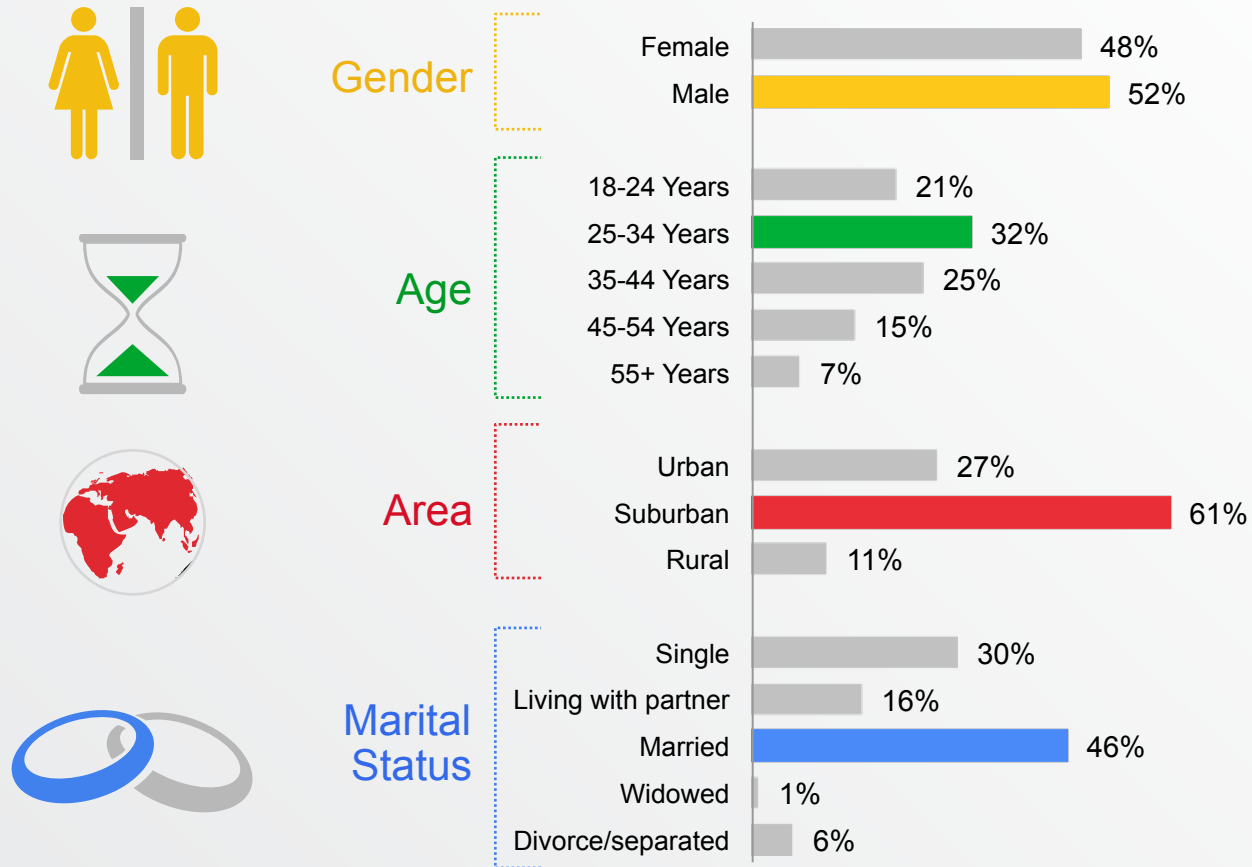
BACKGROUND



Research Methodology

- In partnership with Ipsos MediaCT, we interviewed a total of 1,000 Australian online adults (18-64 years of age) who identified themselves as using a smartphone to access the Internet
- The distribution is according to a national representative CATI Study
- 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, video, social, web and commerce behaviour and mobile advertising
- Interviews were conducted in Q1 2012

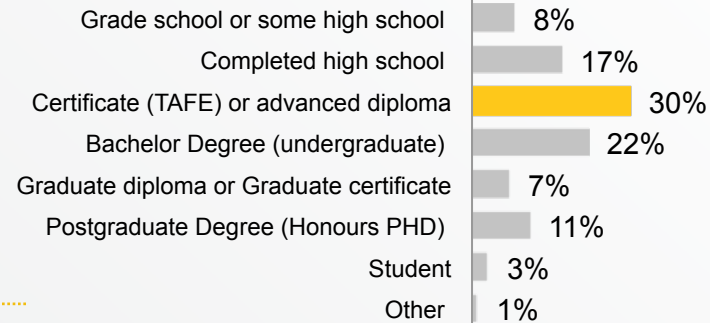
Demographics



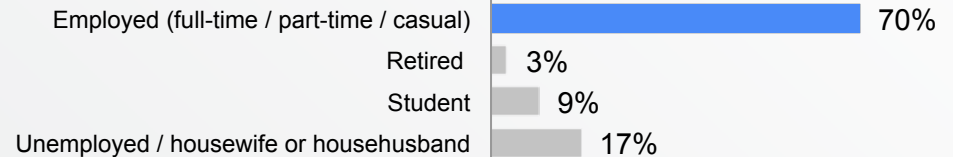
Demographics



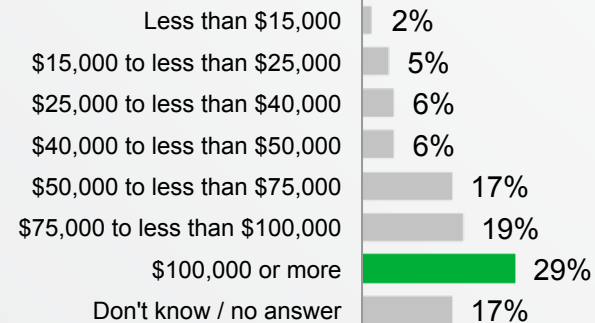
Education



Employment Status



Income



Base: Private smartphone users who use the Internet in general, wave 2, n= 1.000

D4. What is the highest level of education that you have completed? D5. Which of the following best describes your employment status?

D8. Which of these ranges comes closest to the total (annual) income of your household before anything is deducted for tax National Insurance (Social security) pension schemes etc?