

HOW CONSUMERS USE MOBILE

Since your clients look to you to keep them abreast of current consumer trends, this is a great way to introduce them to mobile. This infographic exclusively for agencies shows how consumers are using their mobile phones to communicate, search and shop—24/7. Share this with your clients during your next presentation and introduce them to today's constantly connected consumer.

Source: Google/Ipsos 2010

50%
of American adults will own a smartphone by the end of 2011

81%
use it to browse the Internet

77%
use it to access a search engine

48%
use it to watch videos

WEB SEARCHES PERFORMED ON MOBILE DEVICES HAVE GROWN
400%
IN THE LAST YEAR

MOBILE LOCAL

Searching for local info is the most common smartphone activity.



MOBILE SHOPPING
Smartphones have become the ultimate shopping companion.

79%
of mobile users use their smartphone to help with shopping

48%
use it to get promotions or coupons

49%
use it to compare prices

44%
use it to read reviews or product info

54%
use it to find a retailer

39%

use their phone while going to the bathroom

48%

use their phone while reading a newspaper or magazine

39%

use their phone while eating

13%

use their phone while having a meaningful conversation

33%

use their phone while watching TV

MOBILE BEHAVIOR
Smartphones are an indispensable part of our daily lives.



a Google initiative
howtogomo.com