



# Mobile Research on Research

Wave 3

PRESENTED TO

**Press Report**

MARCH 2008

# Research-Based Expertise

- In our commitment to provide ongoing industry-leading education in the mobile environment, InsightExpress has completed its third installment of Research on Research.
  - First installment (July 2007) - General market overview and assessment of mobile survey interest
  - Second installment (October 2007) - Data plans, participation in mobile marketing campaigns and specific mobile surveys
  - Third installment (January 2008) - Mobile user profile
    - InsightExpress fielded an online survey to 1,516 mobile device owners age 18+ in January 2008.
    - The survey data has a margin of error of between 3-6 percent, assuming a 95 percent confidence interval.

# Introducing the Three Faces of Mobile

## Mobile Pioneer

15%



- Uses advanced mobile features weekly (Internet, unique applications, video)
- Majority under 35
- Skew male, single and minority
- 1/3 have a smartphone\*

## Mobile Wannabe

25%



- Has tried some advanced features, wants to use them more
- Less than half under 35
- 5% own a smartphone

## Mobile Traditionalist

60%



- Content to use mobile simply for phone calls, texting
- 2/3 over 35

\*Defined as Blackberry or smartphone (iPhone, Treo, etc).

# Moving Beyond Talk

- Mobile phones aren't just for chit chat anymore.
- All types of mobile consumers (Pioneers, Wannabes and Traditionalists) are using them for:
  - Shopping advice
  - Emergency planning
  - Communicating on the sly
  - Contests
  - And more...
- Pioneers set usage trends, Wannabes popularize them

# Who Makes the Most of Mobile?

## Have you ever...

### Pioneers

### Wannabes

### Traditionalists

#### Mobile Communication

Sent a text message when you were at work

71%

47%

32%

Sent a text message to someone who was in the same room or area as you

**62%**

39%

26%

Taken a picture of a product with your mobile phone and sent it to someone to get their opinion

**57%**

30%

16%

Taught someone else how to use their mobile phone features

79%

**65%**

49%

Had "In case of Emergency"/ICE number in your mobile contact list

35%

25%

22%

#### Participated in Mobile Marketing

Participated in a contest using your mobile phone to text in

38%

18%

8%

Requested more information about a product using your mobile phone

34%

14%

5%

#### Mobile Hazards

Thrown your mobile phone at someone or something

**29%**

12%

8%

Walked into someone or something while you were talking on your mobile phone

**35%**

21%

12%

# Pioneers & Wannabes Most Ad Friendly

- These two profiles are more likely\* to agree that:
  - Most advertising is relevant to them
  - They trust the banners/pop-ups they see online
  - They believe that products that are advertised are a lot better than ones that are not advertised at all
  - Advertising keeps them up-to-date on products they would like to have
  - They have told someone about an advertisement they liked

Mobile  
Pioneer



Mobile  
Wannabe





# Think Mobile!

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