



# AMERICANS SHOPPING SMARTER WITH SMARTPHONES

JUNE 2013

What's in your pocket? If you're like the increasingly vast majority of Americans, you could easily answer that question with "the whole Internet!" As a nation, we've now tipped the scale of being a smart device majority. And we're using our phones for more than just chatting and texting.

Overall, the results of our eNation survey conducted in May 2013 show that 62% of Americans have access to a mobile device with web connectivity (a smartphone or tablet device).

Ownership and access to these devices generally skews younger (80% for 18-34 year olds; 65% for 35-55 year olds; 43% for the 55+ set), to those with children (76% with children have such a device compared to 58% without children), and those with higher incomes (72% of those earning \$50,000 per year) and higher educations (77% of those with college education).

Do you own or have access to a smartphone or tablet?														
	Total	Gender		Age			Household Income		Children in Household		Married		College Education	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No	No	Yes
Yes	62	61	64	80	65	43	50	72	76	58	65	59	52	77
No	38	39	36	20	35	57	50	28	24	42	35	41	48	23

On a quick assessment, smartphone and tablet owners are a dream for marketers! Youthful, educated, with disposable incomes and active little kids in tow. But if you're not in tune with what they're doing and thinking, they could also be a nightmare – or at least a missed opportunity.

For those that do have a smartphone or tablet, most are using it to research while in store shopping – 76% in total, an activity that spikes up to 89% for those in the 18-34 age group. And those mobile device owners that do pull out their gadget to research a product in store, they're generally researching products that are in a moderate to fairly expensive (\$25-\$500) price range. Also, most mobile device users will use their device to compare prices while shopping in-store (65% in total).

In general, at what price points do you usually research a product on your smartphone or tablet before buying?														
	Total	Gender		Age			Household Income		Children in Household		Married			
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No	Yes	No
Inexpensive (<\$25)	34	34	34	38	34	22	45	28	33	35	31	38		
Moderate (\$25<100)	58	56	60	64	58	41	58	59	63	56	59	58		
Fairly expensive Item (\$100<500)	55	58	52	55	57	53	50	58	62	52	56	53		
Expensive (over \$500)	33	37	30	31	35	35	28	36	34	33	34	33		



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Consumers who research their products and services in-store consider seeing positive reviews an important factor to their purchase process. This is especially true for electronics (86%), appliances (82%), hotels (79%), restaurants (79%), and somewhat ironically, mobile devices (79%).

Smart devices could point to a new phenomenon that changes the way we shop and buy – mobile shopping. Almost 60% of Americans who own or have access to a mobile device say they have made a purchase using said device. And you are more likely to have done this if are young and male and own a smart device.

When was last time you made a purchase on your mobile device?														
	Total	Gender		Age			Household Income		Children in Household		Married		College Education	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No	No	Yes
Net-have purchase	59	63	55	76	56	34	59	59	70	54	54	66	65	53
Within last 12 hours	9	10	8	16	5	2	11	8	10	8	6	12	11	7
Over 24 hours but less within week	16	20	13	27	12	4	13	18	21	14	13	21	20	12
Not within week but within month	16	18	15	18	17	11	17	16	21	14	17	14	18	14
Over 30 days ago	18	16	20	14	22	16	18	17	18	17	17	18	16	19
Never	41	37	45	24	44	66	41	41	30	46	40	34	35	47

Of course, one of the most unique features of a smart device is the App. But what is the appetite for Apps? In short, it is not exactly voracious. For those consumers that do conduct any kind of mobile device activity in-store while shopping, study respondents mentioned either using the Web (41%) alone or a combination of both an App and the Web (42%) most frequently – only 18% will use an App alone.

Do you usually use an App or the Web when researching or learning about products while in-store shopping?												
	Total	Gender		Age			Household Income		Children in Household		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
Web	41	38	43	39	43	41	41	41	37	43	40	42
App	18	22	13	18	15	23	19	17	19	17	18	17
Both Equally	42	40	43	43	42	36	40	42	44	41	42	41



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## Methodology

Each week Ipsos U.S. eNation online omnibus completes five national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Ipsos' iSay/Ampario Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate. Ipsos U.S. eNation online omnibus survey results are tabulated by two standard demographic banners.

- A. GENDER, AGE, HOUSEHOLD INCOME, REGION**
- B. CHILD IN HOUSEHOLD, EDUCATION, EMPLOYMENT STATUS, MARTIAL STATUS, RACE**

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

“Because eNation is fielded seven days a week, you can measure public opinion and consumer attitudes any time – quickly and affordably.”



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To request complimentary access to this study, or to learn more about eNation, please contact us.

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