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# Mobile Internet Insights

Report Country Overview  
ISR, CZE, RUS, POL, TUR

Ipsos MediaCT Germany  
The Media, Content and Technology Research Specialists

September 2011



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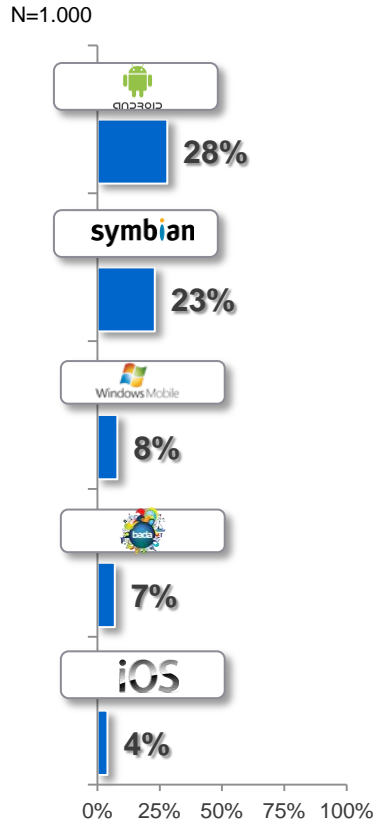
# Management Summary



# Użytkownicy mobile w Polsce



## Top 5 OS

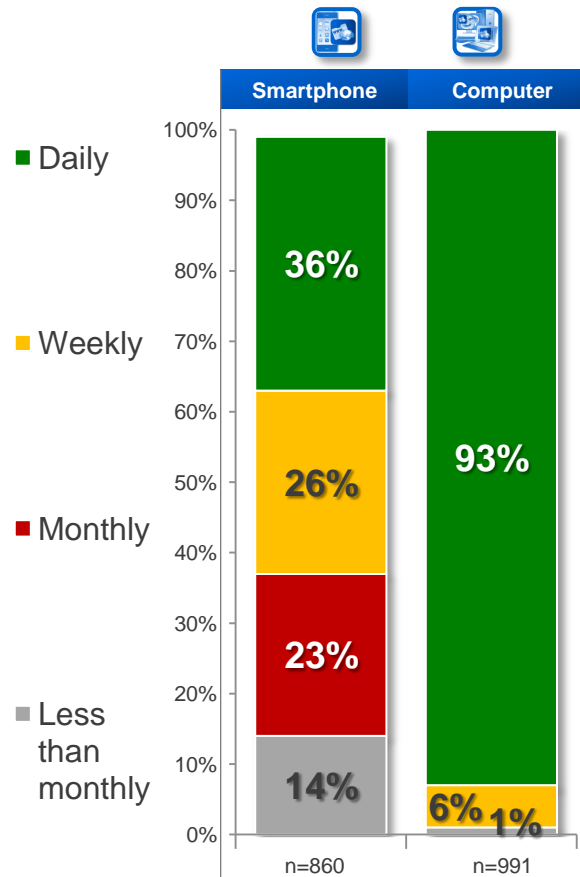


## Częstotliwość surfowania

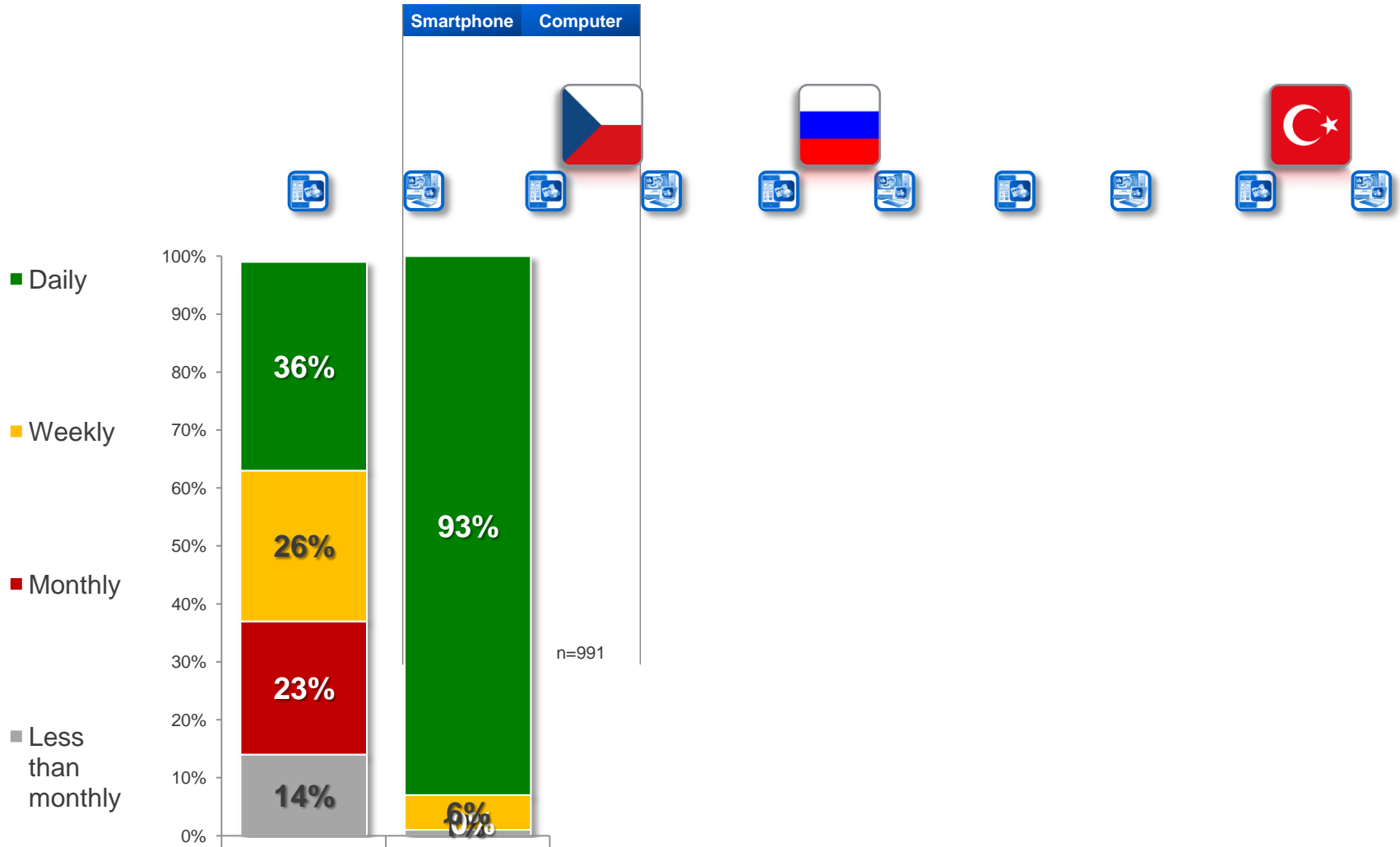
- Online 7 dni w tygodniu
- Online wielokrotnie każdego dnia



## Korzystanie z wyszukiwarki

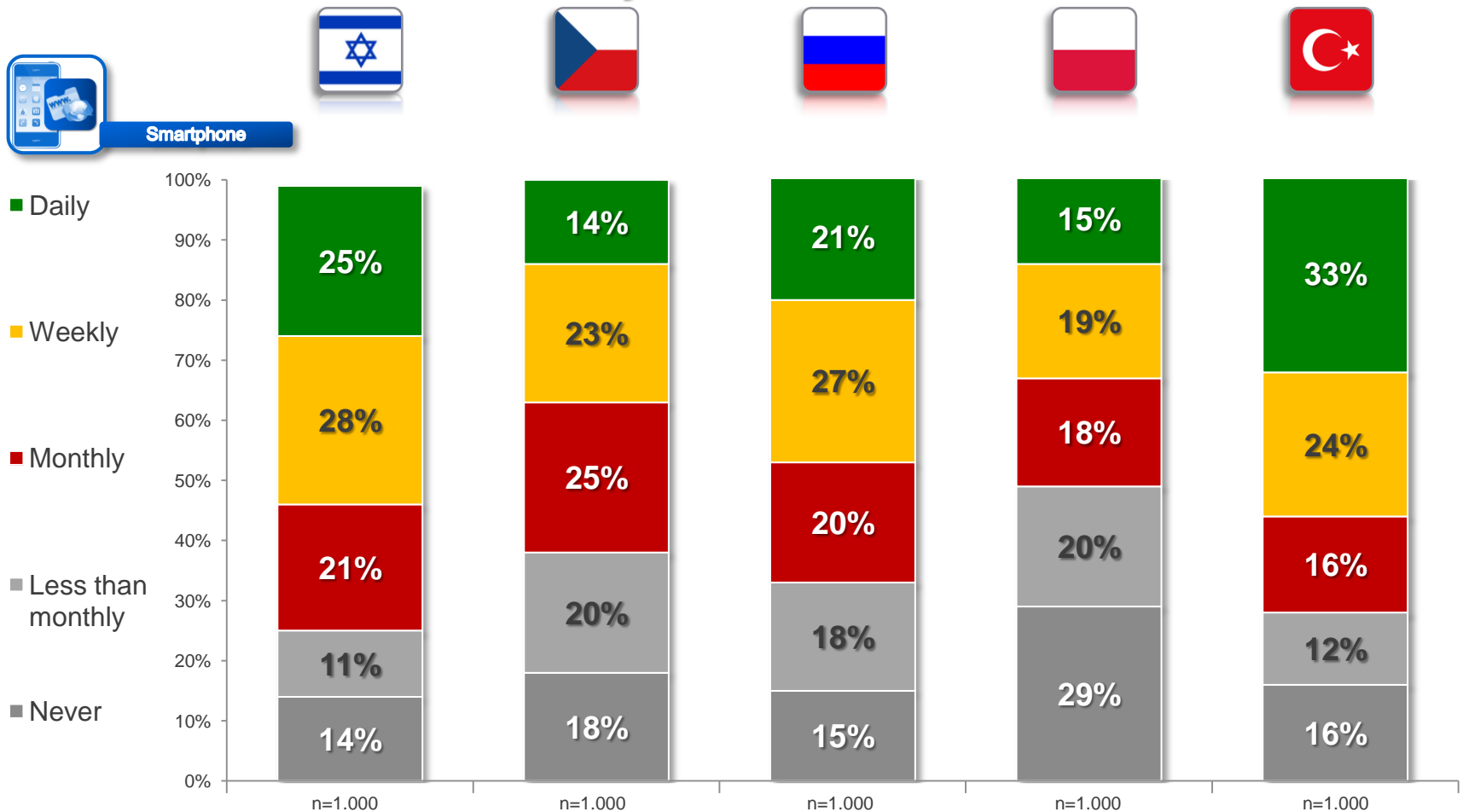


# Usage Frequency of Search Engines



# Usage of Local Searches on the Smartphone

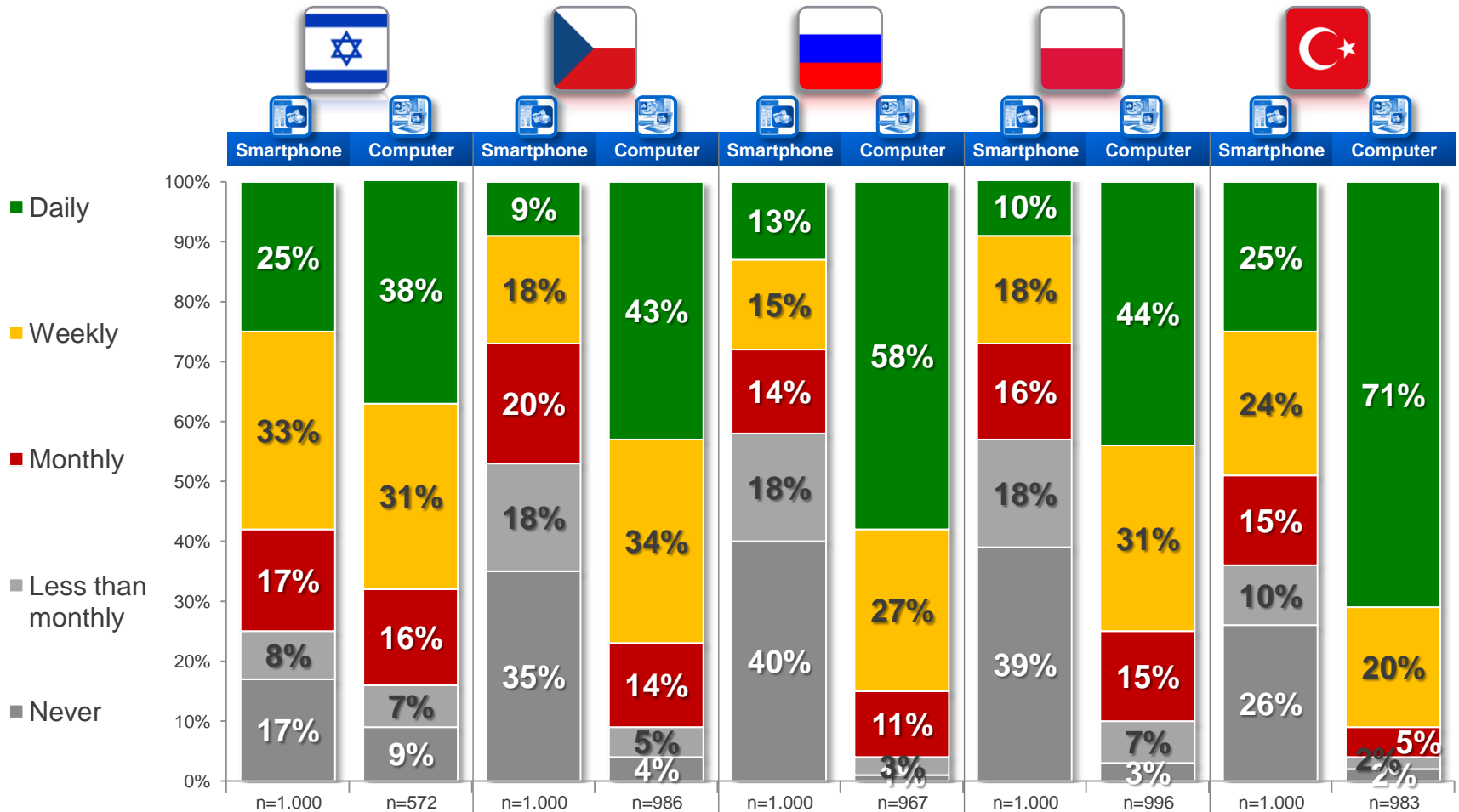
» Daily local searches have the highest usage in NLD - around every third uses local searches weekly.



# Usage Frequency of Watching Videos



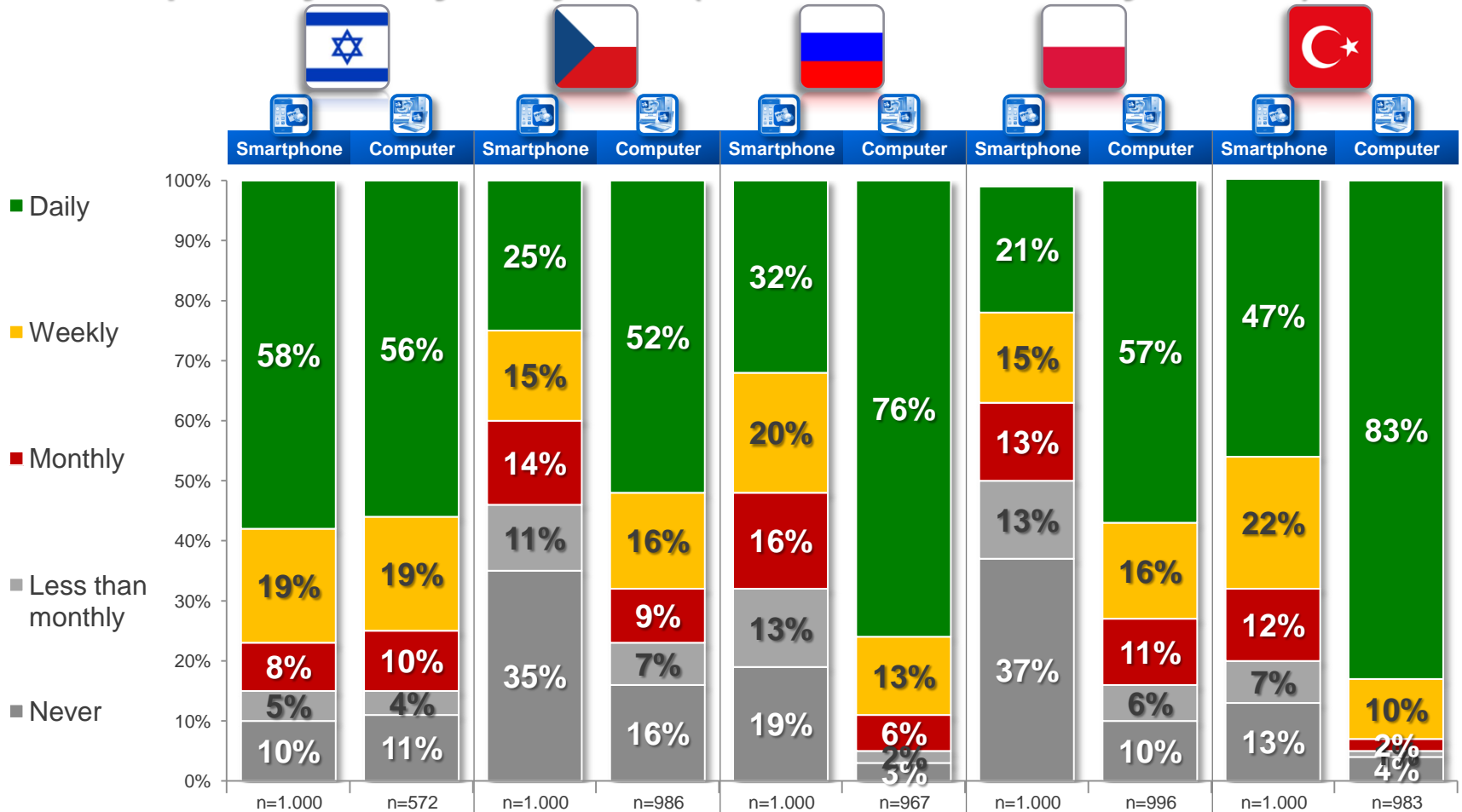
» Watching Videos on Smartphone not that common as on Computer.



# Usage Frequency of Social Networks

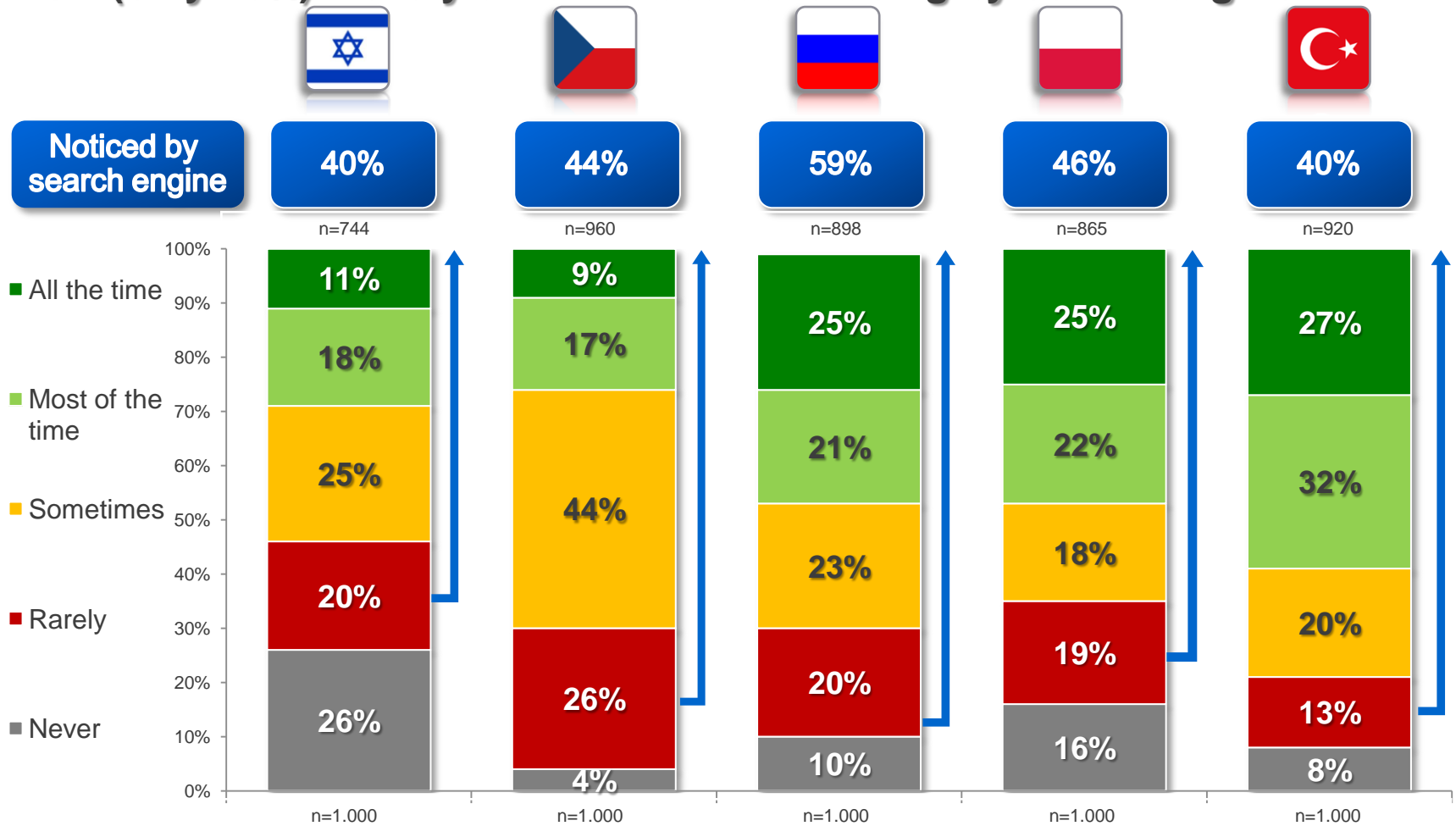


» Social Network usage with closest share to Computer – daily consumption by nearly every third (in SWE and DNK every second).



# Awareness of Mobile Advertising

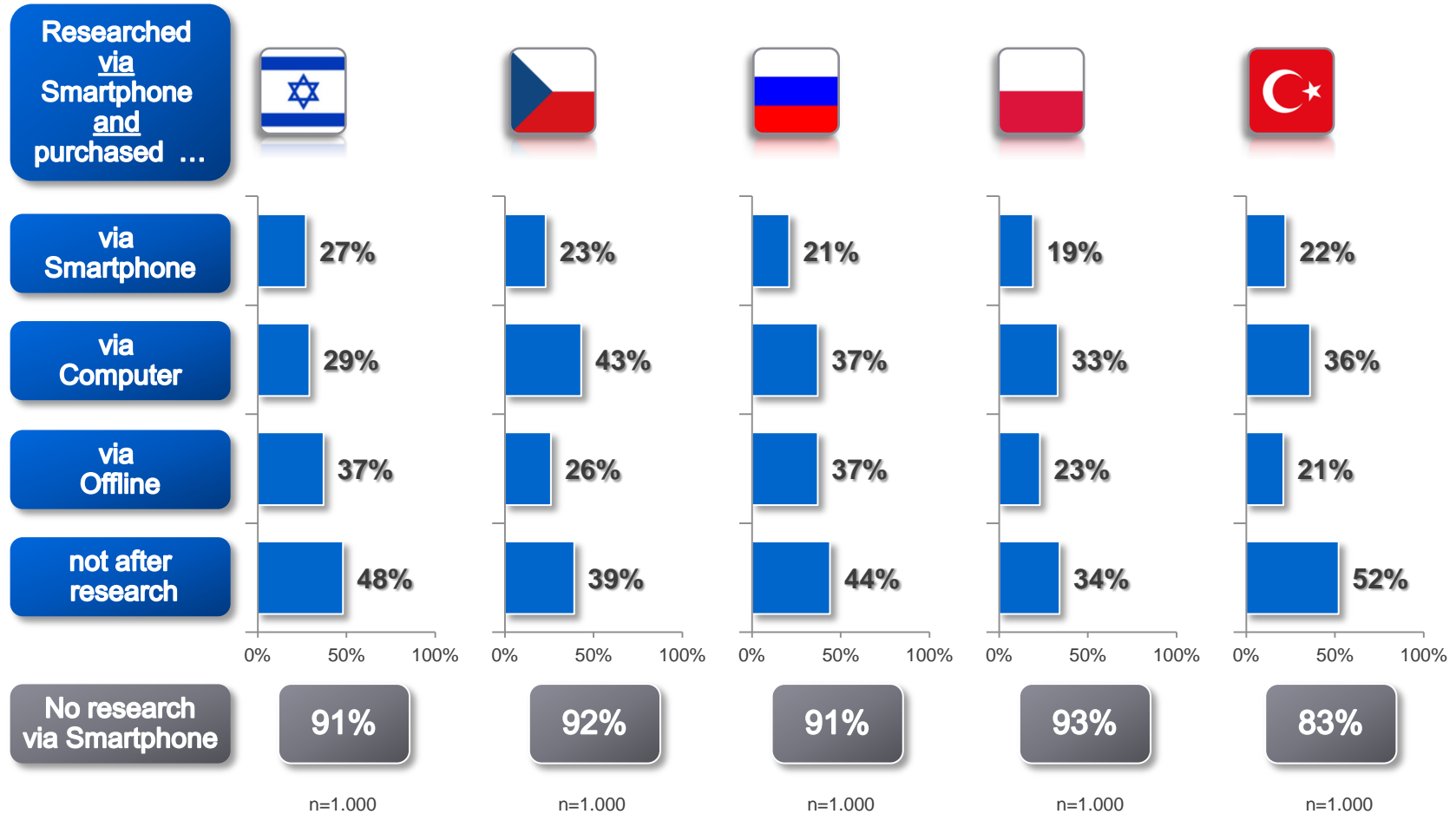
» In FIN highest awareness (every third) and lowest awareness in NOR (only 15%) – every third noticed advertising by search engine.





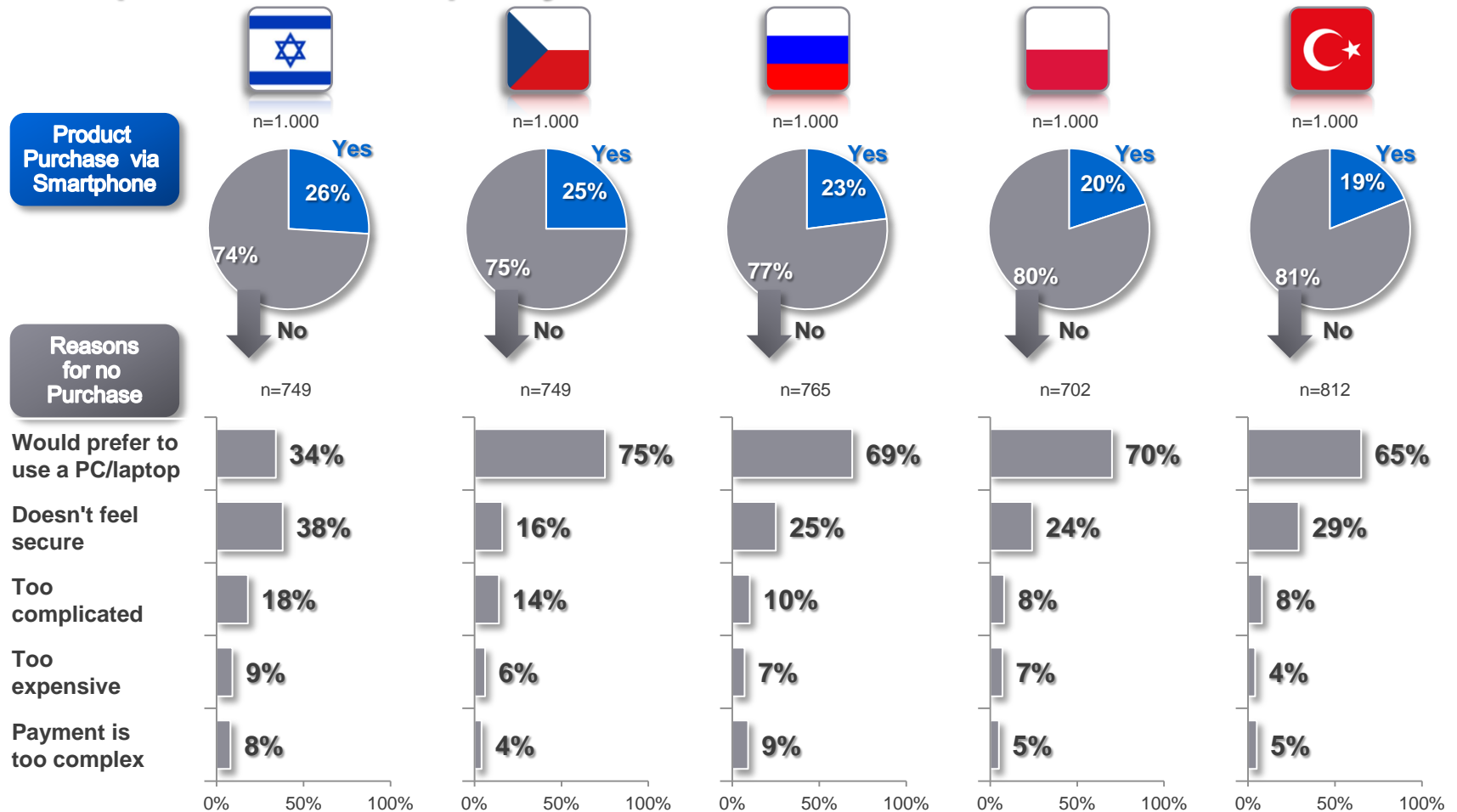
# Kind of Goods purchased online/ offline

» When researched products via Smartphone highest purchase share via computer – around every tenth purchased via Smartphone.



# Barriers for M-Commerce

» More than 2/3 prefer to use the computer when purchasing online – anticipated lack of simplicity barrier.



Base: Private Smartphone users who use the internet in general  
 Q44: Have you ever purchased a product or service over the internet on your Smartphone?  
 Q46: Why have you not made a purchase using your Smartphone?

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# Demographics



# Demographics 1/2

Private Smartphone users  
who use the internet in general



n=1.000



n=1.000



n=1.000



n=1.000



n=1.000

## Age

18 - 24 Years	27%	21%	37%	25%	41%
25 - 34 Years	29%	33%	31%	36%	41%
35 - 44 Years	25%	24%	20%	16%	15%
45 - 54 Years	13%	15%	11%	11%	1%
55 + Years	7%	7%	2%	12%	2%
Average	Ø 11,6	Ø 34,9	Ø 30,8	Ø 34,6	Ø 28,5

## Gender

Male	66%	70%	61%	64%	56%
Female	34%	30%	39%	36%	44%

## Education

Low	11%	28%	4%	6%	2%
Middle	37%	50%	36%	46%	44%
High	49%	22%	60%	47%	55%

## Employment Status

Employed - full-time	60%	59%	67%	61%	72%
Employed - part-time	13%	4%	12%	9%	-
Retired	-	13%	-	8%	0%
Student	16%	15%	11%	13%	16%
Unemployed/homemaker	7%	9%	8%	9%	9%

## Marital Status

Alone	54%	40%	37%	36%	59%
Together	44%	58%	62%	62%	40%

# Demographics 2/2

Private Smartphone users  
who use the internet in general



n=1.000



n=1.000



n=1.000



n=1.000



n=1.000

## Household size

1 Person	7%	7%	7%	6%	6%
2 Persons	17%	17%	21%	22%	18%
3 Persons	22%	25%	32%	25%	31%
4 Persons	24%	29%	25%	23%	27%
5 Persons and more	30%	22%	15%	23%	18%

## Number of children

0 Children	51%	53%	57%	57%	58%
1 Child	23%	24%	32%	27%	29%
2 Children	17%	19%	10%	12%	11%
3 Children and more	7%	3%	1%	3%	1%

## Household income

Top	39%	26%	24%	33%	61%
Middle	27%	45%	42%	41%	24%
Low	22%	22%	27%	26%	7%

## Region

Urban	86%	68%	98%	77%	95%
Suburban	8%	9%	2%	11%	2%
Rural	5%	23%	-	12%	3%

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