



## **30 Mobile Technology Stats**

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## 30 Mobile Technology Stats

Not too long ago, cellular phones were considered status symbols, seen mostly in the hands of the rich and famous. Today, most of us consider them a necessity. We use them not only to keep in touch with each other, but to check the weather forecast, do our banking, watch videos and much more.

Increased usage of mobile technology presents some interesting opportunities for marketers. Here are thirty statistics that will help you better understand how, where and why mobile devices are used.

1. The smartphone is arguably the fastest spreading piece of technology in human history. It has taken smartphones about four years to get from 5% market penetration to 40%. It took mobile phones seven years to get from 5% to 50% market penetration, and landline phones about 45 years. <http://www.technologyreview.com/news/427787/are-smart-phones-spreading-faster-than-any-technology-in-human-history/>
2. As of September 2012, 85% of adults in the United States owned cell phones, and 45% owned smartphones. <http://pewinternet.org/Reports/2012/Smartphone-Update-Sept-2012/Findings.aspx>
3. Younger users are more likely to own smartphones than younger users. 66% of those surveyed in the 18-29 age group owned a smartphone, compared to 59% of 30 to 49-year-olds, 34% of 50 to 64-year-olds and 11% of those age 60 or older. <http://pewinternet.org/Reports/2012/Smartphone-Update-Sept-2012/Findings.aspx>
4. 48% of urban adults and 49% of suburban adults own smartphones, compared to 29% of rural dwellers. <http://pewinternet.org/Reports/2012/Smartphone-Update-Sept-2012/Findings.aspx>
5. According to an April 2012 study, 55% of cell phone users use their phones to go online. 17% of cell phone users do most of their internet browsing on their phones. <http://pewinternet.org/Reports/2012/Cell-Internet-Use-2012/Key-Findings.aspx>
6. 29% of all cell phone owners and 36% of smartphone owners say that they “can’t imagine living without” their phones. Among users who do most of their internet

browsing via mobile, 42% consider their phones indispensable.

<http://pewinternet.org/Reports/2012/Best-Worst-Mobile/Key-Findings.aspx>

7. 82% of American cell phone owners take pictures with their phones, and 80% use them for texting. Other popular activities include sending and receiving email (50%), recording videos (44%), downloading apps (43%) and online banking (29%).

<http://pewinternet.org/Reports/2012/Cell-Activities/Main-Findings.aspx>

8. 90% of all text messages are read within three minutes of receipt.

<http://www.slideshare.net/HubSpot/50-mobilefactsdeck62812>

9. 14% of all cell phone owners and 24% of smartphone owners use their phones to access coupons or deals for local businesses.

<http://pewinternet.org/Commentary/2012/February/Pew-Internet-Mobile.aspx>

10. When it comes to mobile shopping, the tablet is the device of choice. 60% of tablet users admitted to engaging in online buying and/or browsing at least once a month, compared to 50% of smartphone users.

<http://blog.tsgglobal.com/Portals/26816/docs/marketingcharts-mobile-marketing-data-2011.pdf>

11. According to [StatCounter](#), as of May 2012, iOS was the most popular mobile operating system for users in North America, accounting for 47.2% of mobile page views. Android was second with 38.3% of page views. Globally, Android is the leader (23.8%) and iOS is a close second (23%).

[http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats/](http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats)

12. According to [Informa](#), there were nearly 1,594,000,000 mobile broadband or 3G subscribers worldwide at the end of 2012, accounting for 23% of all mobile subscribers. In the United States, there were 256 million 3G users, accounting for 81% of all subscribers.

<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats/>

13. Last-minute travelers are becoming more likely to use their mobile devices to make reservations. According to [Expedia](#), as of March 2012 almost 68% of users had booked a room via mobile within 24 hours of their stay, and nearly 17% had booked a flight within 24 hours of departure via mobile. <http://mashable.com/2012/09/03/mobile-tech-travel-infographic/>
14. According to Cisco, by 2016, two-thirds of all mobile data traffic in the world will be video.  
[http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white\\_paper\\_c11-520862.html](http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html)
15. Cisco also predicts that mobile-connected tablets will generate nearly as much traffic in 2016 as the whole of global traffic in 2012 (1.1 exabytes per month versus 1.3 exabytes per month).  
[http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white\\_paper\\_c11-520862.html](http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html)
16. By 2016, it is predicted that 25% of mobile users will have more than one connected device, and 9% will have three or more connected devices.  
[http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white\\_paper\\_c11-520862.html](http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html)
17. Tablets are gaining traction in all age groups, but the type of tablet used varies according to age. Baby Boomers (age 45-64) are 19% more likely than the average person to own a Kindle Fire, while Millennials (age 18-34) are 23% more likely to own an iPad. [http://www.jumptap.com/wp-content/uploads/2012/10/MobileSTAT\\_may\\_2012.pdf](http://www.jumptap.com/wp-content/uploads/2012/10/MobileSTAT_may_2012.pdf)
18. Consumers have concerns about mobile payment options. 56% worry about the security of making mobile payments, and 52% worry about having their information stolen if they lose their phones. 39% are concerned about hidden fees for using such services appearing on their cellular bill. Other concerns include not being able to make a payment if their battery dies (27%) and not knowing whether they would need a data plan to make mobile payments (21%). <http://blog.compete.com/2011/06/01/consumers-weigh-in-on-the-digital-wallet/>

19. According to a study by [Millennial Media](#) and [ComScore](#), mobile shoppers tend to be young and wealthy. 61% are 35 or younger, and 34% earn over \$100,000 per year. <http://blog.tsgglobal.com/Portals/26816/docs/marketingcharts-mobile-marketing-data-2011.pdf>
20. Shoppers turn to their mobile devices to help them through every stage of the purchase process. 52% use them to decide whether they need a given product, and 42% use them to do research to determine which product best meets their needs. 38% make purchases via mobile, 29% use them to do comparison shopping, and 12% use them to evaluate a product after purchasing it. <http://www.millennialmedia.com/downloads/mobile-intel-series/mobile-intel-retail-vol1.pdf>
21. Electronics are the most common items purchased via mobile, accounting for 31% of sales. Other popular product categories include clothing and accessories (29%), food (26%), entertainment tickets (21%), airplane tickets (21%) and hard copy books (21%). <http://www.millennialmedia.com/downloads/mobile-intel-series/mobile-intel-retail-vol1.pdf>
22. 37% of smartphone users have researched a product on their phone, then purchased it via computer. 32% have researched on their phone and then purchased it offline. [http://services.google.com/fh/files/blogs/our\\_mobile\\_planet\\_us\\_en.pdf](http://services.google.com/fh/files/blogs/our_mobile_planet_us_en.pdf)
23. 90% of smartphone users in the United States use their devices to access local information. 87% of users take action after accessing local content. <http://www.thinkwithgoogle.com/insights/library/studies/global-insights-smartphone-users-and-the-mobile-marketer/>
24. According to HubSpot, 33% of mobile users in the United States prefer to have offers sent to their phones via text message. 21% prefer receiving them via the mobile web, 11% through apps, and 8% through voicemail. <http://www.slideshare.net/HubSpot/50-mobilefactsdeck62812>

25. Offline ads often lead to mobile searches. 58% of smartphone users have performed a mobile search as the result of an advertisement they saw on TV, 57% because of an in-store ad, 48% because of a magazine ad, and 36% because of a poster or billboard. 90% of smartphone users in the United States use their devices to access local information. 87% of users take action after accessing local content.  
<http://www.thinkwithgoogle.com/insights/library/studies/global-insights-smartphone-users-and-the-mobile-marketer/>
26. A study by [JumpTap](#) found that click-through rates on mobile ads were highest in the months of December and January. However, conversion rates peaked in the month of July. <http://www.jumptap.com/wp-content/uploads/2012/10/MobileSTAT-October-20121.pdf>
27. According to [Unica](#), 43% of marketers surveyed are currently utilizing mobile marketing, and 25% plan to start mobile marketing programs within the next 12 months.  
[http://www.theinteractivemarketingjourney.com/unicaimrc/media/DocumentDownloads/US/Unica-s-Annual-Survey-of-Marketers-2011\\_v22.pdf](http://www.theinteractivemarketingjourney.com/unicaimrc/media/DocumentDownloads/US/Unica-s-Annual-Survey-of-Marketers-2011_v22.pdf)
28. Among marketers that are investing in mobile advertising, 78% say they do so because of the growing number of consumers with access to smartphones. 61% cite the ability to target specific demographics based on device of choice, and 42% are drawn by the attractive ad formats. <http://www.thinkwithgoogle.com/insights/library/studies/global-insights-smartphone-users-and-the-mobile-marketer/>
29. Marketers that choose not to invest in mobile advertising are most likely to blame a limited advertising budget (55%). Other reasons given include lack of a mobile website for their business (48%), uncertainty of how mobile advertising can work for their businesses (46%) and doubts about the return on such an investment (41%).  
<http://www.thinkwithgoogle.com/insights/library/studies/global-insights-smartphone-users-and-the-mobile-marketer/>
30. The most popular tools for mobile marketing are apps, with 44% of respondents using them. 40% offer a mobile version of their website, 36% use mobile messaging, 30% purchase mobile pay-per-click or display ads, and 29% use location-based targeting.

[http://www.theinteractivemarketingjourney.com/unicaimrc/media/DocumentDownloads/US/Unica-s-Annual-Survey-of-Marketers-2011\\_v22.pdf](http://www.theinteractivemarketingjourney.com/unicaimrc/media/DocumentDownloads/US/Unica-s-Annual-Survey-of-Marketers-2011_v22.pdf)

Whether you sell online or run a local business, you can benefit from mobile marketing. By understanding how your target market uses mobile technology, you can speak to them more effectively and deliver what they're looking for right to their phones and tablets.