

EXECUTIVE SUMMARY

MOBILE INTENT INDEX

BACKGROUND

Ruder Finn's Mobile Intent Index is the first study of its kind to examine the underlying motivations or reasons – intents – people have for using their mobile phones. Results clearly show that immediacy is the driving force behind usage; instant access to the Web allows mobile phone users to socially connect to friends and family "on the fly," conduct business by getting the most recent information on accounts and clients, and advocate "on the spot" on issues of pressing concerns they may have just learned about. Those who go online using mobile phones are different than traditional users; they don't access the Internet to learn or educate themselves or express their personal feelings. Their experiences are of the moment and transitory, rather than longer term.

MAJOR FINDINGS

Mobile Phone Users Intents are Different

People using mobile phones have vastly different intents or motivations compared to traditional users, and it has everything to do with the "immediacy" inherent in their intents.

- **Mobile phones are a social connector.** 91% of mobile users go online to socialize, compared to only 79% of traditional users. They are using their mobile phones "at the moment: to connect with others. The top socialize intents are:
 - ✓ Instant message – 62%
 - ✓ Forward e-mails (58%), content (40%) and photos (38%)
 - ✓ Post comments on social networking sites – 45%
 - ✓ Connect to people on social networking sites – 43%
- **Mobile phones are a business tool.** Mobile phone users (60%) are 1.3 times *more likely* to go online to do business compared to traditional users (45%). In fact, they are 1.6 times *more likely* to manage finances (62% versus 39%). Mobile phones offer users the chance to conduct business in real time, and this is the major reason that business-related intents are so high. The top business intents are:
 - ✓ Online banking – 46%
 - ✓ Check bill/credit card status – 40%
 - ✓ Read business blogs – 33%
- **Mobile phones are used for advocacy.** Nearly half of mobile users (49%) go online to advocate compared to only 41% of traditional users. In fact, they (67%) are 1.4 times *more likely* than traditional users (47%) to activate support. Mobile phones offer users the chance to immediately respond to breaking news, whether it be a new piece of legislation or even the latest ongoing development of a corporation or politician under siege. The top advocacy intents are:
 - ✓ Activate support for a cause or position – 67%
 - ✓ Post opinions on social networking sites – 45%
 - ✓ Forward content on a cause – 40%

- **Mobile phones are not a learning tool.** Mobile users (76%) are much less likely than all users (92%) to go online to learn. Learning requires time and patience, something mobile phone users are in short supply of.
 - ✓ They (64%) are 1.5 times **less likely** than the traditional user (96%) to go online to educate themselves
 - ✓ They (64%) are 1.4 times **less likely** than the traditional user (94%) to go online to research.
 - ✓ Interestingly, though, they (95%) are **more likely** than the traditional user (86%) to go online to keep informed.
- **Mobile phones aren't used to express personal feelings.** Mobile users are 1.3 times **less likely** to personally express themselves online (42%) compared to traditional users (54%). The transitory nature of their intents speaks against spending the time to engage in discussions about personal issues while using their mobile phones.
 - ✓ They (41%) are 1.7 times **less likely** than the traditional user (70%) to go online to opine.
 - ✓ They (24%) are 1.8 times **less likely** than the traditional user (44%) to go online to be creative.

Intents of Mobile Phone Users Differ by Demographics

Intents of mobile phone users differ by gender and age. Among only mobile phone users:

- **Men look at prices but women buy.** When shopping, **men** are more likely than women to compare prices (47% vs. 30%), but **women** are more likely to purchase (40% vs. 30%).
- **Women express themselves while men do business.** Women are much more likely than men to personally express themselves (49% vs. 35%) but men are much more likely to do business (62% vs. 57%).
- **Men want to get away.** Men (79%) are much more likely than women (61%) to use their mobile phone to simply “escape.”
- **Women want to make others laugh.** Many more women (70%) than men (58%) go online using their mobile devices to entertain others.
- **Youth are the target for retailers.** Youth (44%) are more likely to shop over their mobile phones than the average mobile user (35%).
- **Seniors want to learn.** Seniors (82%) are much more likely than the traditional user (64%) to use their mobile phones to educate themselves.

METHODOLOGY

The Mobile Intent Index research study is based on a nationally representative and Census-balanced sample of 507 American adults 18 years of age and older. The margin of error is +/- 4.4%.

Respondents were presented with a list of 295 reasons or “intents” people go online and asked the question: How often is each of the following a reason YOU go online? Choices provided included: all the time (daily); frequently (2-3 times a week); sometimes (once a week); not often (once a month) and; rarely or never (less than once a month). Researchers aggregated and cross-referenced their responses and developed seven mega categories and twenty two subcategories.

Indexes for all, men, women, youth (ages 18-29) and seniors (55+) are provided below.

CATEGORIES FOR THE MOBILE WHEEL: SUB-GROUPS

	ALL	MEN	WOMEN	YOUTH	SENIORS
LEARN	76	76	76	78	78
Educate self	64	60	68	69	82
Research	69	73	64	72	57
Keep informed	95	94	96	94	95
HAVE FUN	86	87	84	88	83
Pass time	100	100	100	100	100
Be entertained	85	83	87	90	79
Escape	72	79	61	75	71
SOCIALIZE	91	87	95	91	83
Connect	98	98	98	97	91
Share	88	81	95	90	83
Discuss	96	92	98	95	87
Be part of a community	81	75	87	81	69
PERSONAL EXPRESSION	42	35	49	59	36
Opine	41	32	50	55	37
Entertain others	64	58	70	69	59
Be creative	24	19	29	52	19
Emote	39	31	47	59	29
ADVOCATE	49	46	52	59	37
Influence others	47	45	49	56	39
Activate support	67	64	70	77	51
Join a cause	33	30	36	45	22
DO BUSINESS	60	62	57	57	47
Work	93	94	91	90	69
Manage Finances	62	70	54	50	60
Sell	25	23	27	31	12
SHOP	39	39	40	46	36
Purchase	35	30	40	44	27
Compare	43	47	39	49	45

Specific “intents” or reason people go online using their mobile phones are available upon request.