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**IAB Mobile Center Report**

# **Mobile Shoppers: Growing Adoption Shifts Shopping Landscape**

A Report Prepared by the IAB Mobile Marketing Center of Excellence, in  
Partnership with Prosper Mobile Insights™

Released November 2012

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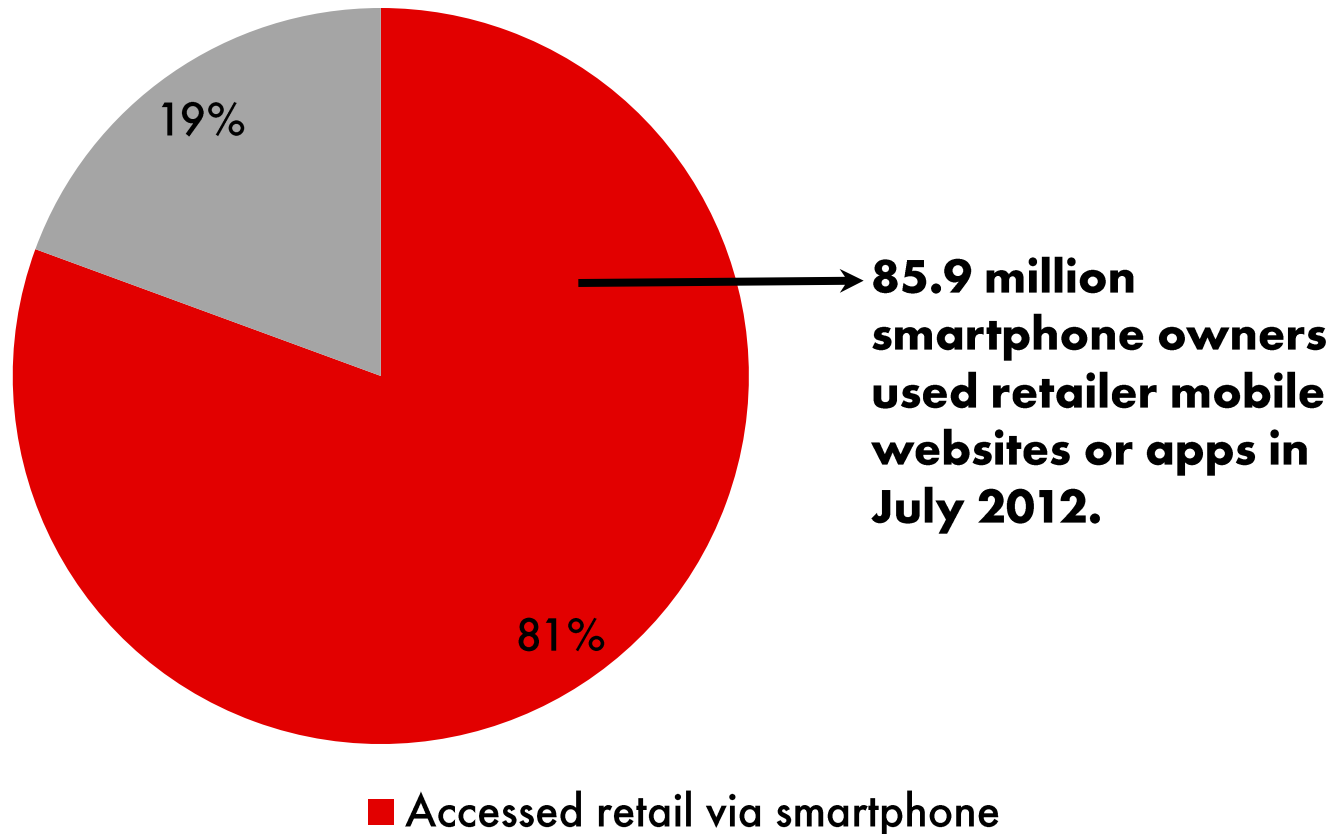
## Key Findings

# IAB Mobile Shoppers Report

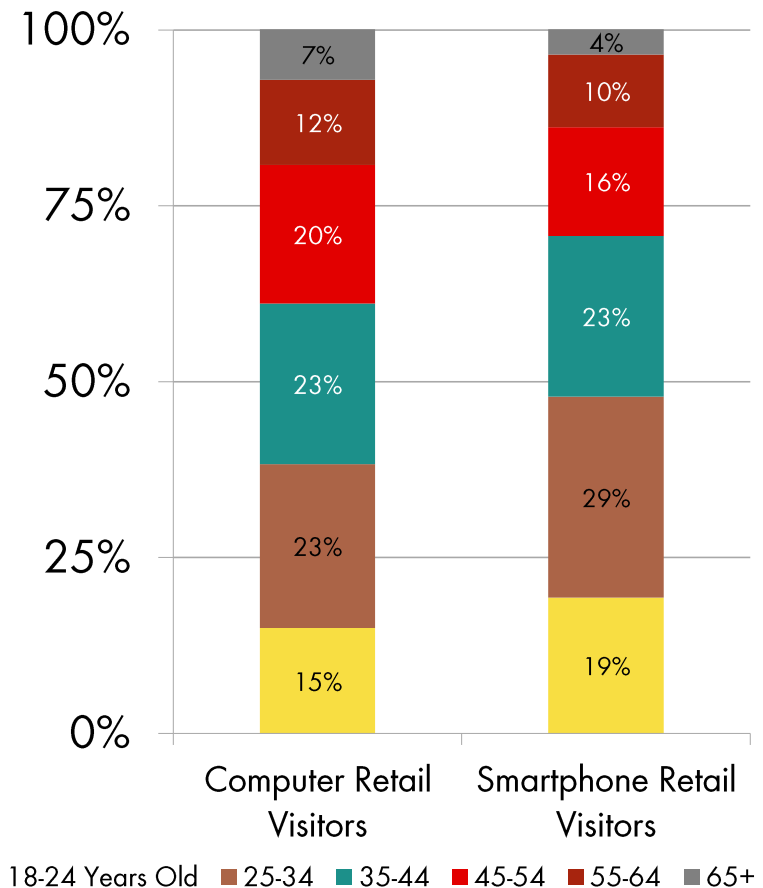
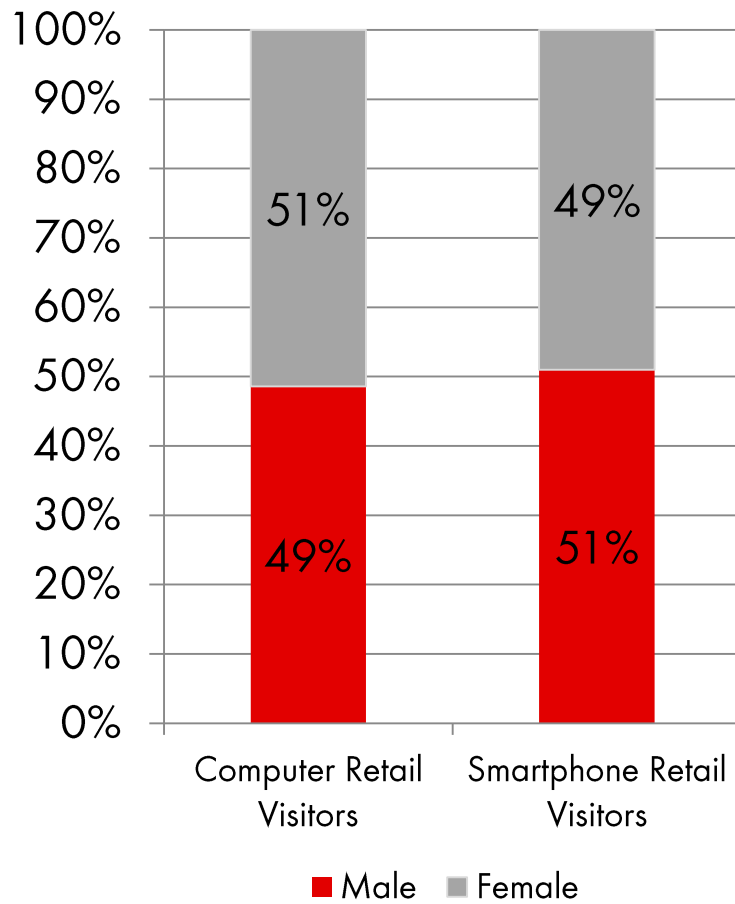
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- For the second year, IAB's Mobile Shopping Savvy Index finds Houston has the most mobile-adept shoppers in the US.
- 81% of smartphone owners have accessed retailer websites or apps on their device.
- Smartphone shoppers are evenly split between males and females; tend to be slightly younger than computer-based retail site visitors.
- Over half of smartphone owners, and nearly 30% of tablet owners, have used their devices in a store in the past three months.
- 68.3% of Americans owned a smart mobile device (smartphone, tablet, or eReader) in 2012, up strongly from 57.2% in 2011.
- 47% of US smart mobile device owners say they have a QR code (barcode) reader app on their device.

# Four In Five Smartphone Owners Shop on Their Device



# Smartphone Retail Users Balanced Gender, Younger Than PC Retail Users

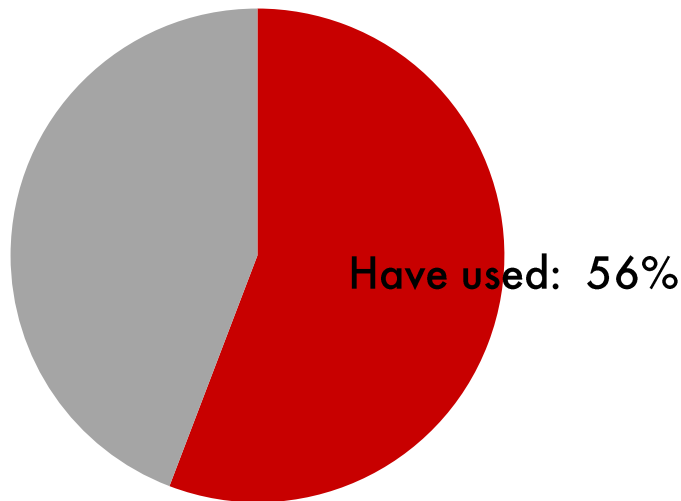


Source: comScore Mobile Metrix 2.0, July 2012, as reported in "From Brick-and-Mortar to Mobile Click-and-Order: Which Retailers are Carving Out Space in the M-Commerce Market?" comScore Press Release, Sept. 19, 2012.

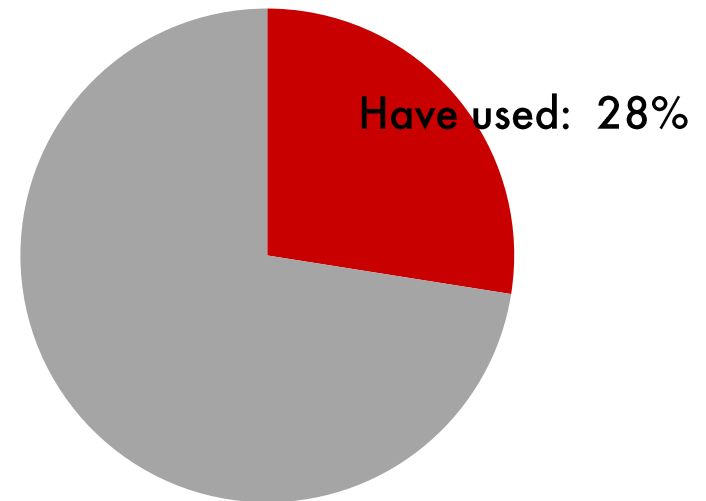
# Smartphones a More Frequent Shopping Aid Than Tablets

In which of the following locations have you used your smartphone/tablet in the past 3 months? "While out shopping (at a store, mall, etc.)"

Smartphone Owners



Tablet Owners

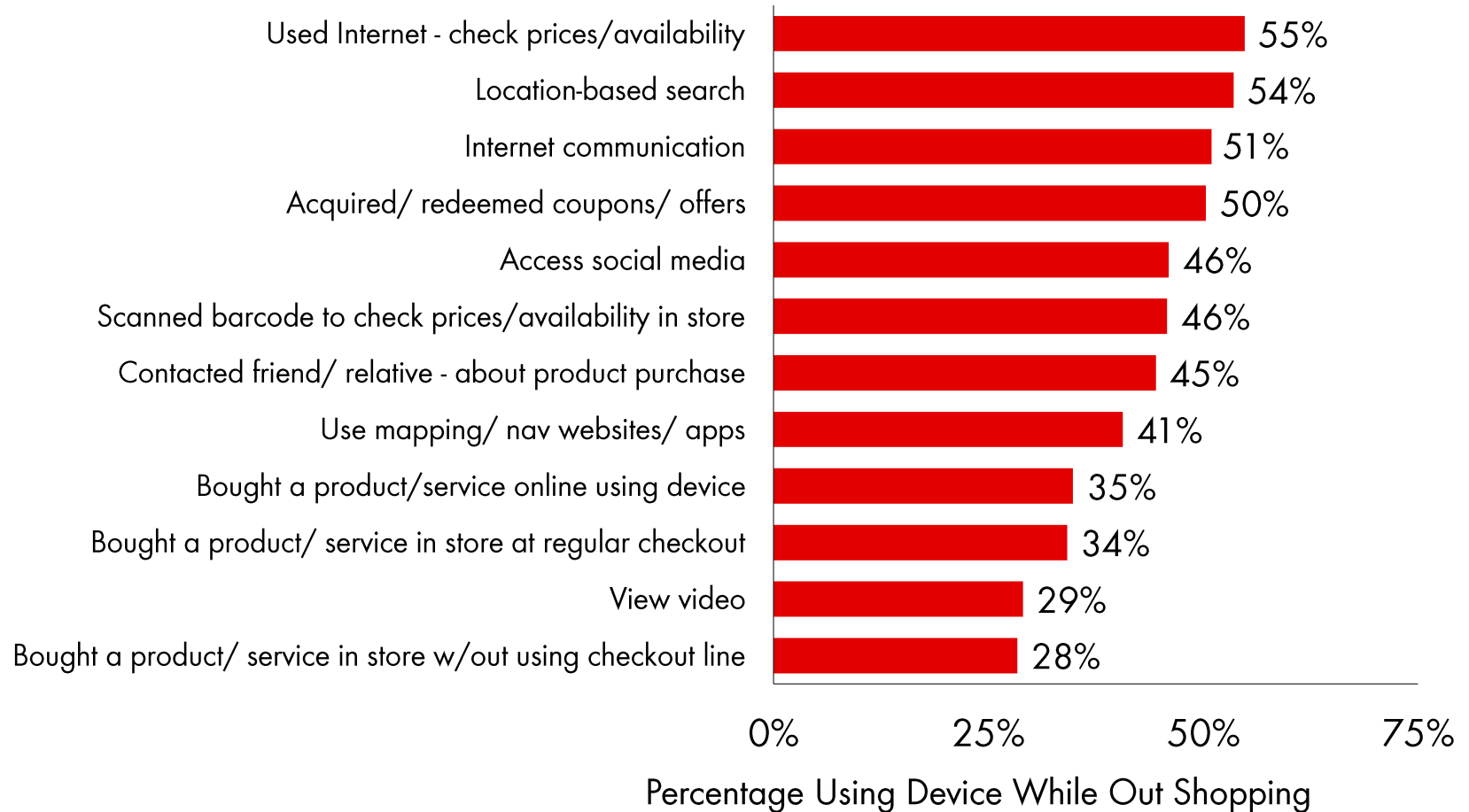


# Consumers' Use of Smartphones While Shopping



Question: Which of the following activities have you done with your smartphone while you are shopping in the last 3 months? (please select all that apply)

# Consumers' Use of Tablets While Shopping



Question: Which of the following activities have you done with your tablet while you are shopping in the last 3 months? (please select all that apply)

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# IAB Mobile Shopping-Savvy Cities Index

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To understand which U.S. cities were home to the most mobile shopping-savvy consumers, the IAB used Prosper Mobile Insights data to construct an index combining the following four key data points:

- Ownership of a smart mobile phone
- Propensity to be influenced by mobile coupons
- Ownership of a mobile retail app on handset or tablet
- Ownership of a mobile social media app

This replicates the methodology used by the IAB for its 2011 report, “Mobile Shoppers: Ubiquitous Data Spawns Savvier Consumers,” enabling a comparison from 2011 to 2012.



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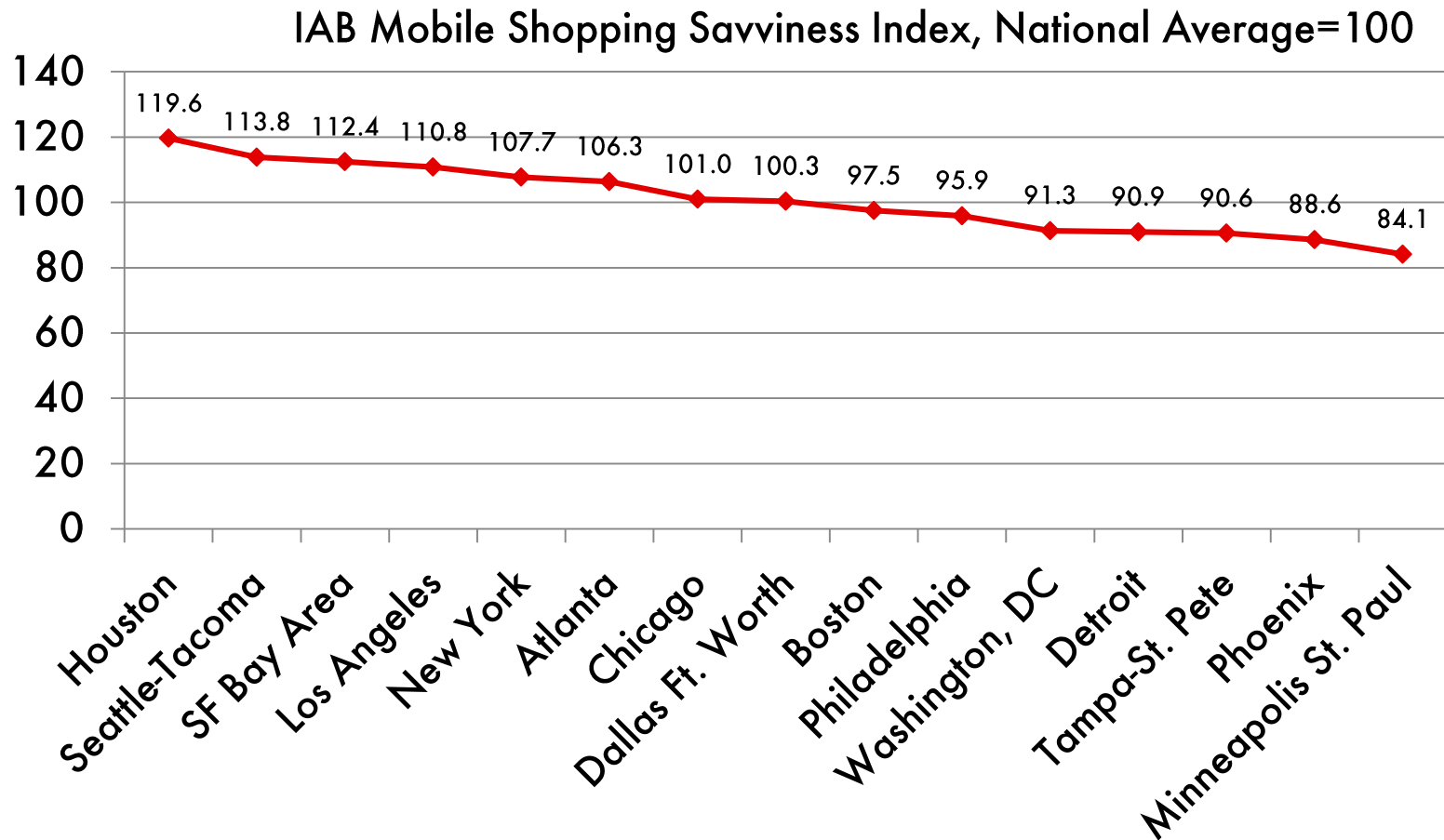
# Mobile Shopping-Savvy Cities

## Main Findings

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- For the second year in a row, the IAB Mobile Shopping-Savvy Cities Index reveals Houston has the most mobile-adept shoppers in the US.
- Phoenix and Minneapolis-St. Paul continue to rank at the bottom of the list.
- Among the biggest changes from last year, Seattle-Tacoma and the SF Bay Area both jumped in the rankings. New York saw a slight decline.
- Cities across the country experienced a jump in device ownership, which now ranges from 62% of consumers in Detroit to 78% in San Francisco.

# Houston is Again the Most Mobile Shopping Savvy US City



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# 2011 and 2012 Top Mobile Shopping-Savvy Cities

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## 2011

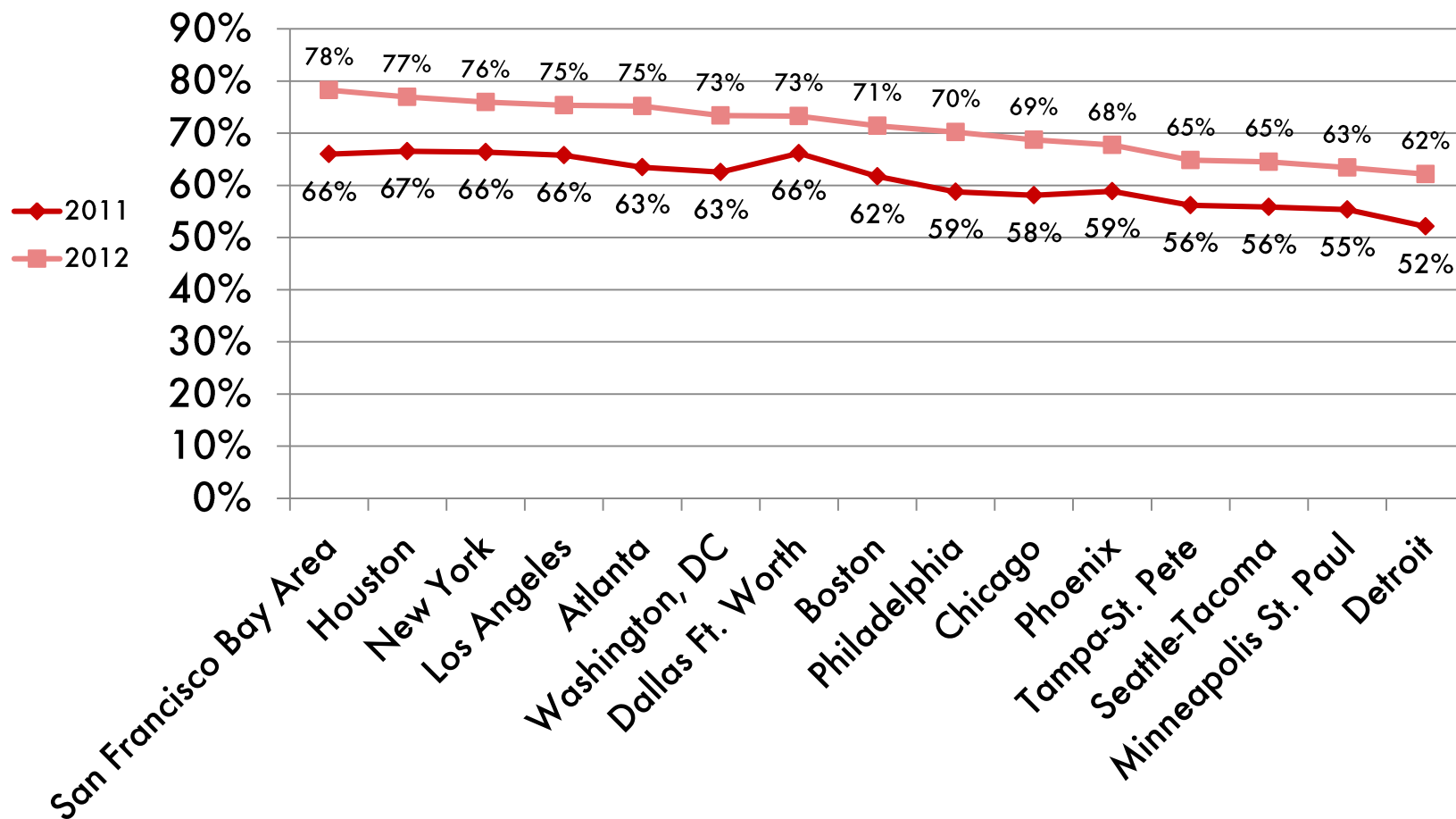
1. Houston
2. New York
3. Atlanta
4. Los Angeles
5. Dallas-Ft. Worth
6. Tampa-St. Pete
7. Chicago
8. Philadelphia
9. Washington DC
10. Seattle-Tacoma

## 2012

1. Houston
2. Seattle-Tacoma
3. SF Bay Area
4. Los Angeles
5. New York
6. Atlanta
7. Chicago
8. Dallas-Ft. Worth
9. Boston
10. Philadelphia

# Smart Mobile Device Ownership Jumps from 2011 to 2012

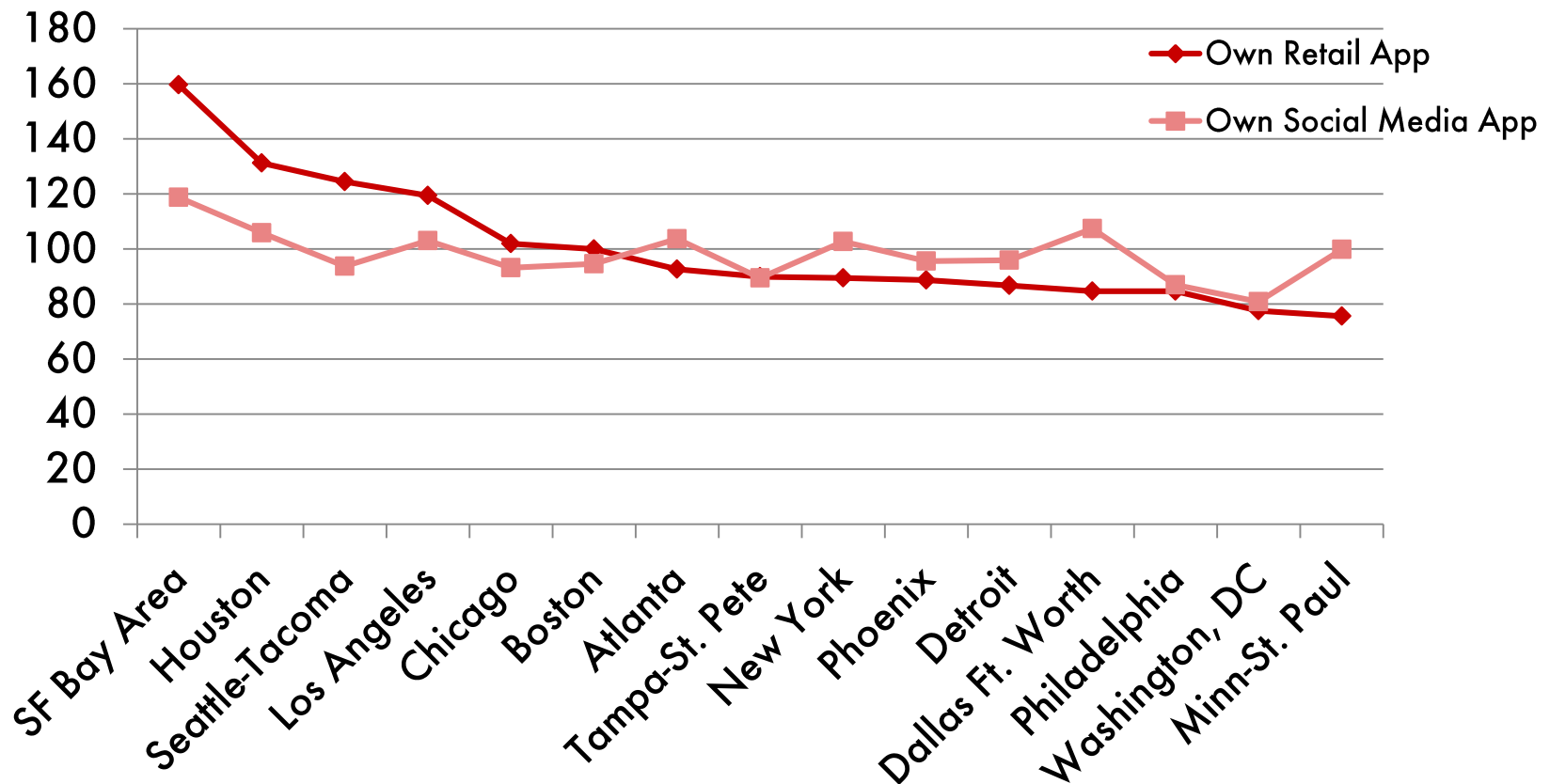
Percentage of Consumers Who Own a Smart Mobile Device



Note: "smart mobile device" refers to smartphone, tablet or eReader. Source: ProsperMobile.com, Media Behaviors & Influence™ Study, June 2012, n=24,864

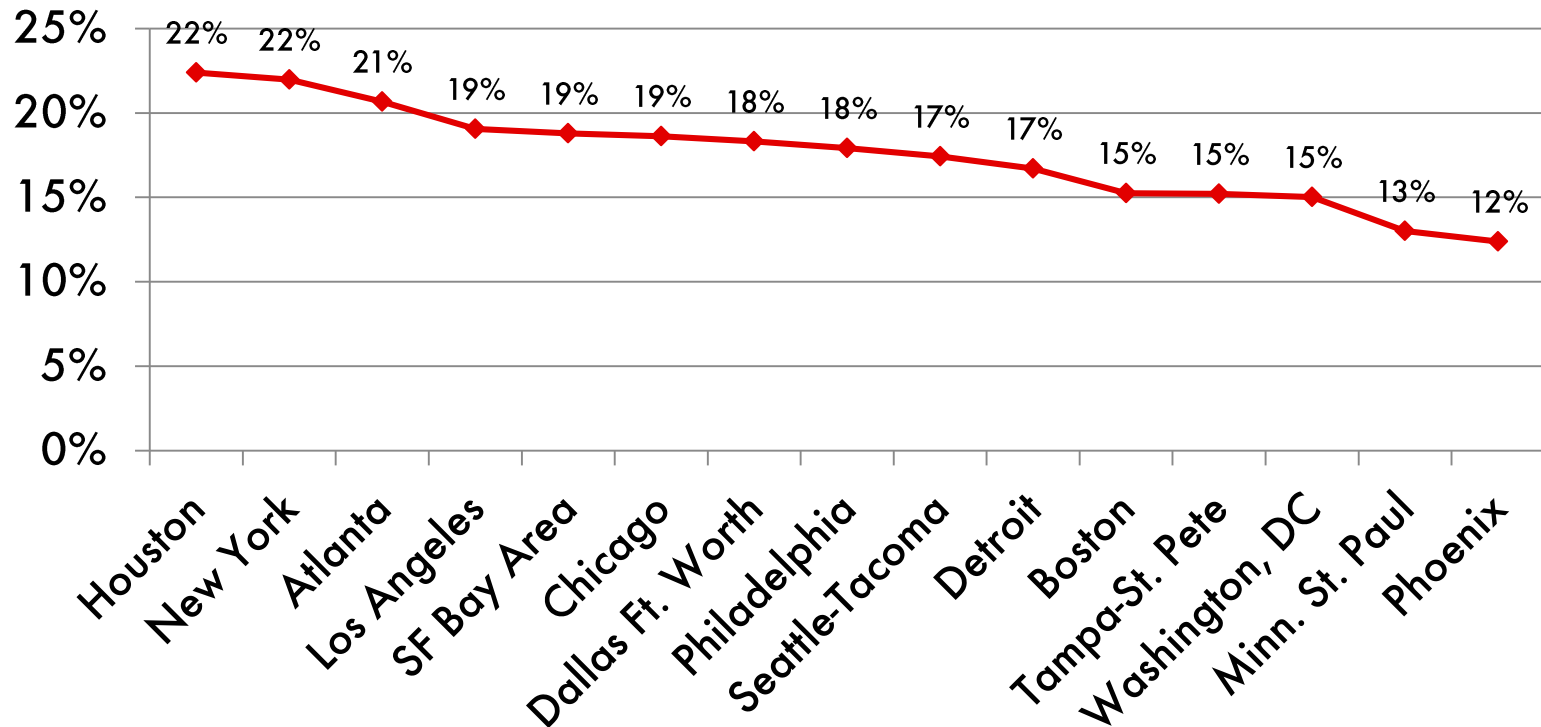
# Retail and Social Media App Ownership Varies By City

Ownership of Retail and Social Media Mobile Apps, National Average=100



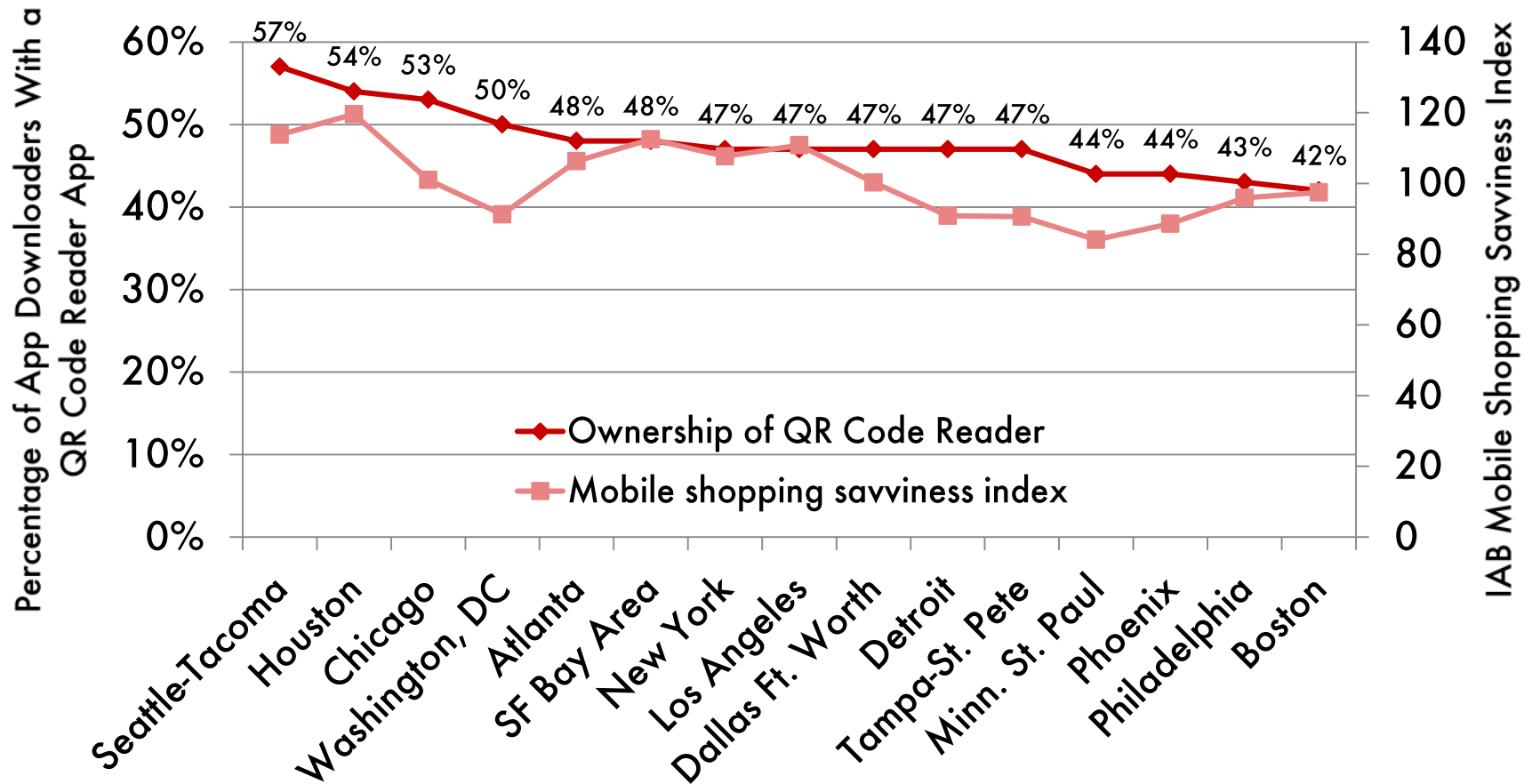
Source: ProsperMobile.com, Media Behaviors & Influence™ Study, June 2012, n=24,864

# Percentage of Consumers Who Say Mobile Coupons Influence Purchase Decisions-2012



Question asked: With "1" meaning "No Influence" and "5" meaning "Greatly Influence," please tell us how each of the following promotions influence you to buy certain brands or products. "Coupons on Cell Phone." Chart shows percent of consumers selecting "4" or "5."

# Top QR/Barcode Reader App Owning Cities Generally Mobile Shopping Savvy



Source: ProsperMobile.com, Media Behaviors & Influence™ Study, June 2012, n=24,864

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# Methodology

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In creating the “2012 IAB U.S. Mobile Shopping Savvy Cities” list, IAB Mobile Marketing Center of Excellence leveraged the Media Behaviors & Influence™ Survey, a biannual survey of over 20,000 consumers, conducted in June 2012. This is a large enough sample to yield data on mobile usage for each of the top 15 U.S. DMAs.

The IAB examined four key data points: ownership of a mobile device (primarily smartphones or tablets), propensity to be influenced by mobile coupons, ownership of a mobile retail app on a handset or tablet, and ownership of a mobile social media app. For each of these data points, the IAB constructed an index for each DMA relative to the U.S. national average. The IAB then combined them into a single metric, weighting device ownership most heavily, followed by coupon influence and retail app ownership. Social media apps, as conduits for sharing shopping and other information, received a relatively lower weighting.



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# About the IAB

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The Interactive Advertising Bureau ([IAB](http://www.iab.net)) is comprised of more than 500 leading media and technology companies that are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend.

The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit [www.iab.net](http://www.iab.net).

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# About Prosper Mobile Insights

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Prosper Mobile Insights provides companies with advanced cloud-based technology-driven solutions delivered via multiple devices (PC/Tablet/Smartphone) from the Prosper Mobile InsightCenter™. This decision center provides a comprehensive view of how consumers are using mobile devices including smartphones and tablets. The insights illustrate how consumers are engaging with digital media, including ownership, purchase intentions, activities, usage, service, influence, and ultimately how new technologies are reshaping consumers' lives. Prosper Mobile Insights™ is a trademark of Prosper Business Development. <http://www.prospermobile.com>