

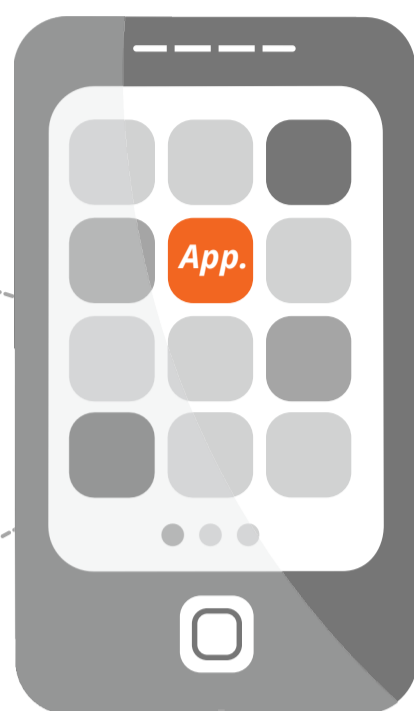
UNDERSTANDING MOBILE CONSUMER BEHAVIOUR



62%
of users search on a smartphone daily



66%
use smartphones to access the internet daily



96%
research a product or service on their smartphone



75%
make purchases on their smartphone



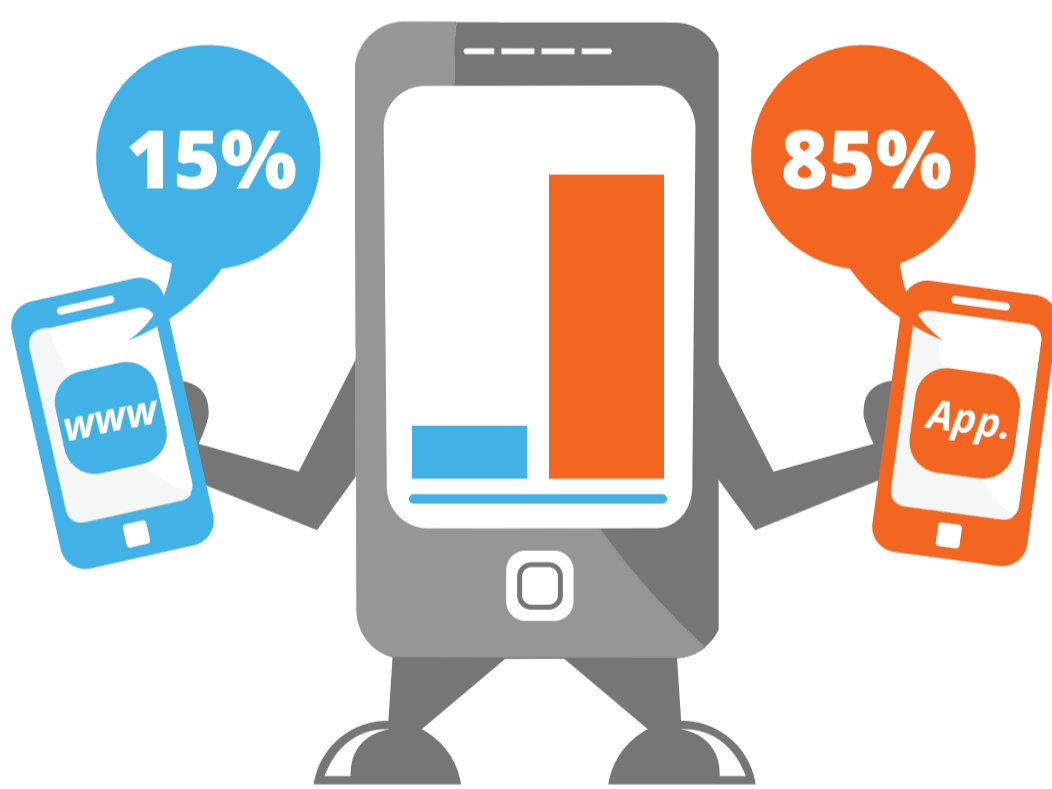
51%
use their smartphone while listening to music



52%
use their smartphone while watching TV



86%
use their smartphone while consuming other media



85% prefer mobile apps to mobile websites.



50%



More than 50% of all eCommerce traffic is driven by mobile.