

# TELECOM & MEDIA VANTAGE™

A view of the consumer marketplace in wireless, telecommunications, consumer electronics, and media

By Danielle Nohe

## SMARTPHONE INTELLIGENCE: THE IPHONE AT THE MALL AND ON THE ROAD

Almost everywhere I turn, I see an iPhone: at work, on the soccer field, on the street. My boyfriend and Mom both have them. Clearly these devices appeal to a lot of people, and we've heard the iPhone described as "more than just a phone" by owners. But what does that mean? How else are people using their iPhones?

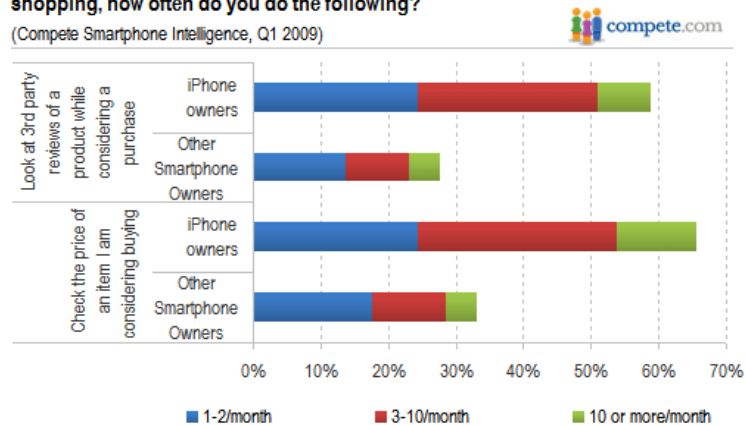
We explored these questions in the most recent fielding of Compete's Smartphone Intelligence survey. Two areas where iPhone owners really used their devices differently from other Smartphone owners are coincidentally two of my favorite pastimes: shopping and travel!

Our latest results showed that iPhone owners are using their devices more than other Smartphone owners to help them make purchase decisions while they shop and to manage logistics/get information when on the road or considering travel. Let's start with a look at how Smartphone owners use their devices to shop.

The top half of this chart looks at the percentage of people who use their device to find 3rd party product reviews when considering a purchase, while the bottom half looks at the percentage of people who use their device to check the price of item they are considering.

**Q: When it comes to using your phone for shopping, how often do you do the following?**

(Compete Smartphone Intelligence, Q1 2009)

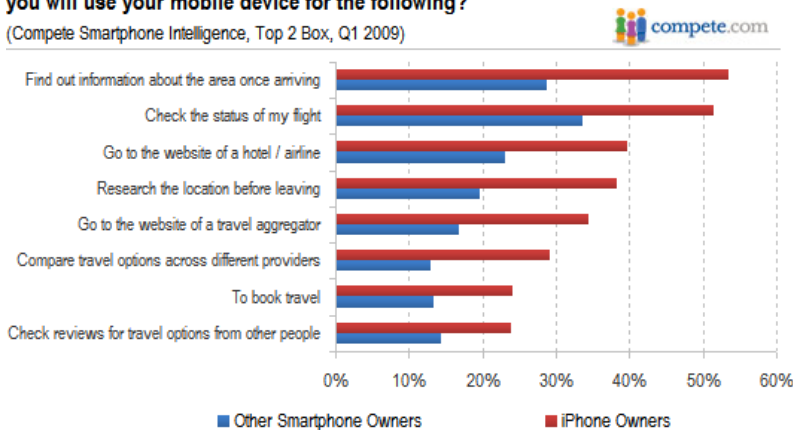


iPhone owners were about twice as likely to perform both of these activities, and do so much more frequently than other Smartphone owners.

Let's look at the findings around travel. More than three quarters (77%) of all Smartphone owners said that they will either be planning or taking a trip in the next 6 months, the majority (81%) for leisure. We found that iPhone owners in particular used their devices in the planning and logistics of their trip.

**Q: Thinking about this next trip, how likely is it that you will use your mobile device for the following?**

(Compete Smartphone Intelligence, Top 2 Box, Q1 2009)



The chart on the left shows the likelihood of respondents to use their mobile device for a variety of travel related activities during their next trip. The red bar represents iPhone owners, the blue bar other Smartphone owners. We can see that iPhone owners are more likely to use their device to help them with their travel plans in every way we asked about. For example, over half said it was likely they would use their device to get local information and check their flight, compared to about a third of other Smartphone owners.

Shopping and travel are two clear examples of how iPhone owners use their devices differently than other Smartphone owners. Even though iPhone owners are more likely to describe themselves as "technically savvy" than other Smartphone owners, we'll be investigating how (and if) their behaviors change as more and more applications stores are launched in the months ahead. Still, one thing is for certain: the iPhone is more than just a phone.

### Smartphone Intelligence

32% of BlackBerry owners will use their device to find information about the area once they arrive; 68% would find an application alerting them to a delayed flight/bus/train very valuable

Compete's intelligence and targeting services analyze consumer behaviors and competitive best practices to help companies maximize their returns on marketing, product development, and procurement.

To learn more about Smartphone Intelligence, or our work in wireless or consumer electronics space, contact Dave Kalil

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