

Is mobile search taking over?

DMA Mobile search 2012

In today's digital age the industry is still lagging behind the computer in web search, defying the general belief that envisages an imminent smartphone takeover of the conventional PC.

"Our top priority is a focused, coherent mobile strategy... it is clear that at some point in the future Yahoo! will have to be a predominantly mobile company."

Marissa Mayer, Chief Executive, Yahoo!



75%

of UK homes have computers²



56%

of UK mobile users own smartphones³

80%

of the UK used the internet in 2012¹

1. <http://www.ons.gov.uk/ons/rel/dit2/internet-access--households-and-individuals/2012/stb-internet-access--households-and-individuals-2012.html>
 2. <http://www.computing.co.uk/ctg/news/2025311/government-figures-reveal-extent-uk-digital-divide>
 3. <http://www.newmediatrendwatch.com/markets-by-country/18-uk/154-mobile-devices>

Popular information searches

Consumers listed the 10 types of information they search most for on their smartphones:



54%

said they search for the news



30%

said they search for high street retailers



28%

said they search for movies



27%

said they search for music



24%

said they search for local travel updates



15%

said they search for finance and insurance

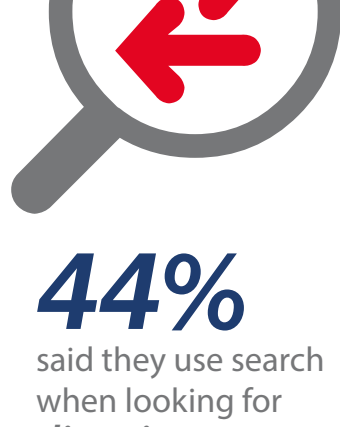
Reasons for using mobile web search

Offers and deals top all reasons to search on your mobile list.



50%

said they use search when looking for offers and deals



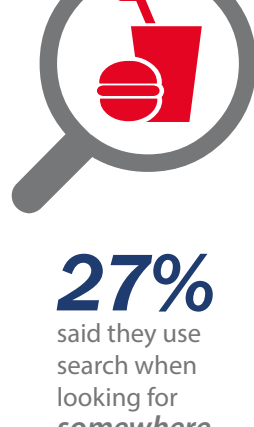
44%

said they use search when looking for directions



40%

said they use search when looking for information about a brand



27%

said they use search when looking for somewhere to eat

Top information search tools

Search engines are the most popular tool used when looking for information on a smartphone.



Search engine apps (e.g. Google, Bing, Yahoo!)

68%



Brand/store apps (e.g. eBay, Amazon, App Store)

37%



Mobile browsers (e.g. Firefox, Safari, Opera)

35%



Other apps

17%

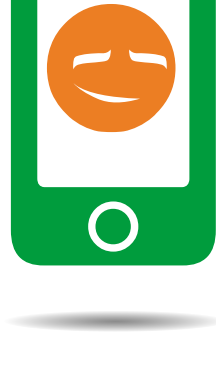
Mobile search experience

The majority of consumers use both computer and smartphone to search online for information, but prefer the computer experience.



60%

find it easier to search for information via computer than through smartphone



15%

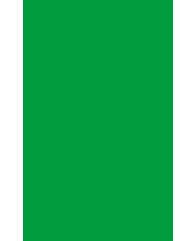
find it easier to search for information via smartphone than through a computer



25%

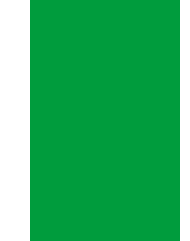
find the experience of searching for information the same on smartphone and computer

Reasons for why consumers prefer search via computer



44%

Site speed (faster loading times)



37%

A search bar that is easy to find and use



20%

An option to visit the non-mobile site



16%

Quick access to phone the business



8%

Link to the company's social media profile

Conclusion

Commenting on the findings of the report, Richard Hicks, head of mobile for ITV and member of the DMA's Mobile Marketing Council, says:

"While it's reasonable to expect that the rise of smartphone ownership would lead to the imminent demise of computer our research suggests otherwise. However, smartphones have quickly assumed an important role in the lives of consumers. This research is essential reading for marketers to understand how and why consumers are using smartphones to search for information online."

Methodology

The survey was conducted among 1000 UK consumers. 41% of the respondents were males while 59% were females. 33% were 18-34 year olds, 42% were 35-54 year olds and 25% were over 54 years old.

About Toluna QuickSurveys

A global panel community of over 4.8 million individuals across 39 countries, the Toluna Community powers AskToluna. Unlike other panel organisations, Toluna has developed a unique community model that uses Web 2.0 technologies to increase panelist engagement, responsiveness, profiling depth and reliability.

Toluna's panel communities enable individuals to express, collect and share polls and opinions and interact with fellow members.

<http://www.quicksurveys.com/?camp=dma>

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business.

<http://www.dma.org.uk/content/welcome-direct-marketing-association>

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