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Peter A Johnson Ph.D.

**VP Market Intelligence and
Strategy, MMA**

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Mobile Internet

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**MMA UK MOBILE
CONSUMER BRIEFING**

ABOUT MMA-LIGHTSPEED *UK MOBILE CONSUMER* BRIEFINGS:



Each month, MMA leverages Lightspeed Research's online survey panel to survey a demographically representative sample of 1000 UK adult consumers about their latest mobile marketing behaviours and opinions. Each *Consumer Briefing* contains a 2-3 page executive summary, all survey questions asked, and approximately 50 tables of detailed results. Survey responses are provided not only in aggregate, but are also cross-tabulated by standard audience demographics, such as age, gender, and income, as well as wireless carrier and handset manufacturer. Together, MMA and Lightspeed Research aim to make these briefings uniquely powerful tools for creating up-to-the-minute mobile campaigns, and are available free to MMA members. To learn more about MMA's market research benefits, visit MMA's [Research Home Page](#) or contact Peter A. Johnson, Vice President of Market Intelligence, at peter.johnson@mmaplobal.com. MMA *Consumer Briefings* on this topic are also available for the US, French, and German markets.

ABOUT LIGHTSPEED RESEARCH:

Lightspeed Research was launched in May 2000 by Kantar, one of the world's largest research, insight and consultancy networks and part of WPP. Through our online global panels and products, we deliver valuable market insights to help businesses make informed decisions. We actively manage our panels in North America, Europe, and Asia Pacific to provide responsive and engaged survey participants. Lightspeed Research provides customers with ad-hoc and continuous online research services as well as access to a weekly global online Omnibus. For more information, contact us directly on mma@lightspeedresearch.com or visit our website at www.lightspeedresearch.com.

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How are mobile phone owners in the UK likely to use their mobile phones to access the mobile internet next year?

When consumers access the mobile Internet over the coming year, what methods will they use to find and enter the sites and what content do they want to access?

To find out the MMA ran an online survey on the Lightspeed Research omnibus in the UK from the 20 to the 24 August 2010. Respondents who owned a mobile phone were asked about their expected mobile internet usage.

The survey covered

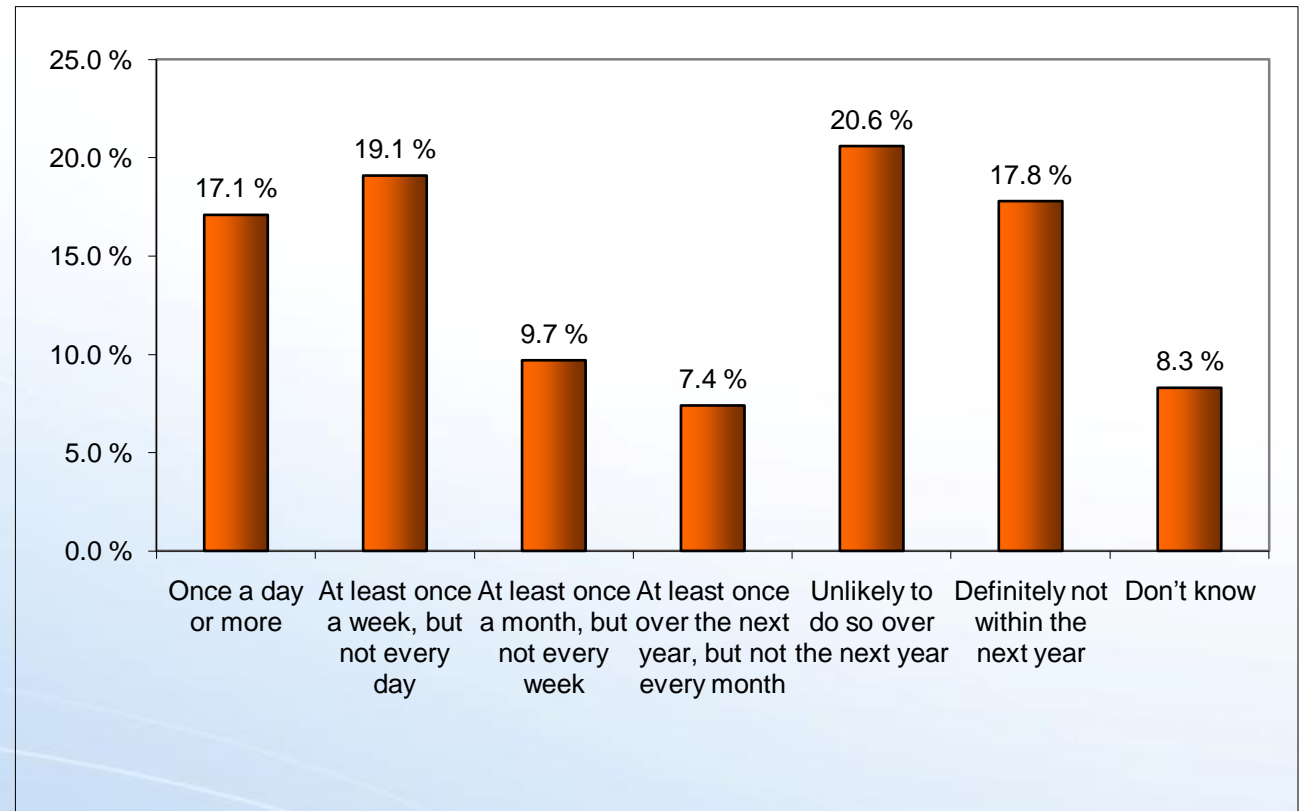
- Expected frequency of mobile internet access over next year
- Types of mobile sites consumers most want to visit
- Expected means of finding sites
- Content/format types consumers want to access from their mobile
- Site features likely to increase visits from mobile consumers
- Attitudes towards fee-for-use sites
- Willingness to receive mobile alerts
- Reasons for not visiting mobile sites
- Message (text) plan used
- Brand of mobile phone
- Current mobile phone operator

Over the next year, a third (36%) of mobile consumers expect to access websites once a week or more

Males and younger people more likely to access websites via mobile once a week or more

Extent Of Mobile Use To Access Websites – Next Year

Base: All Mobile Phone Users

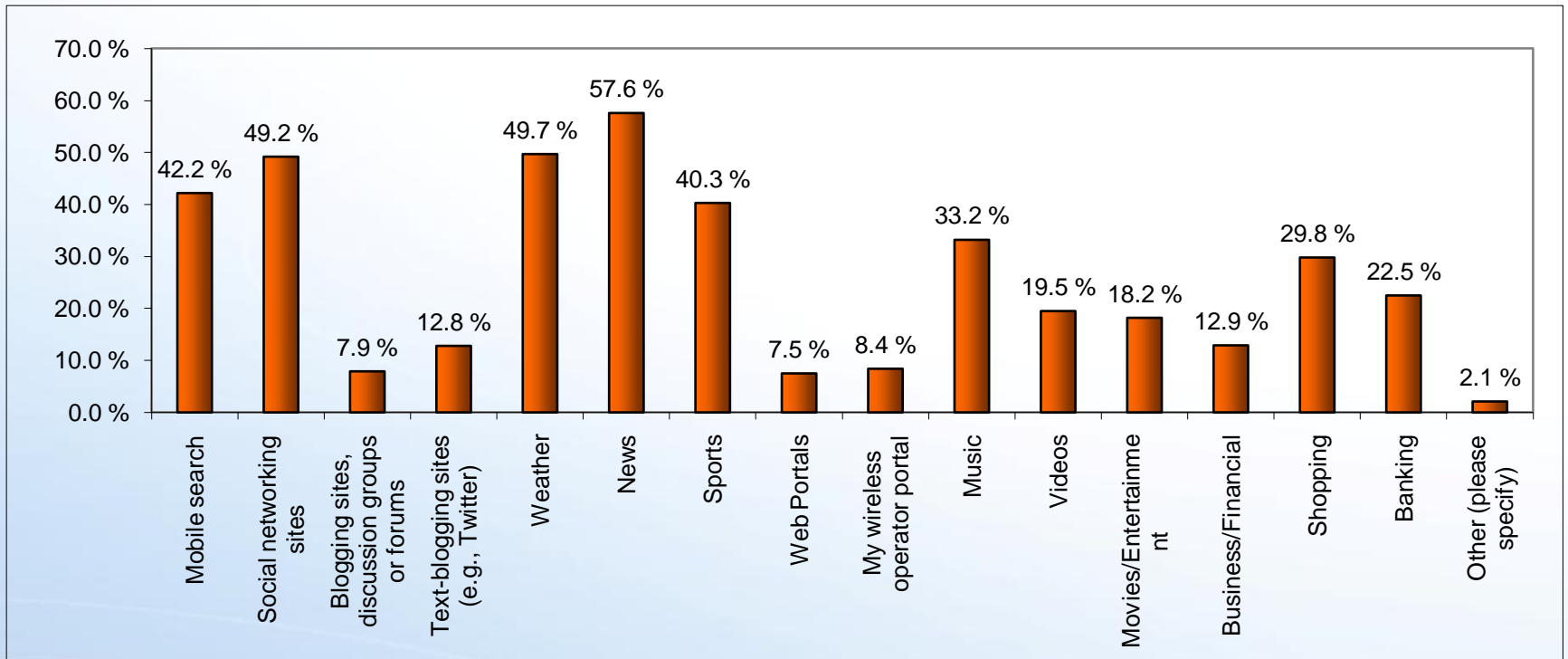


N = 1000

Q: Over the next year, about how often do you expect to use your mobile phone to access websites for content such as news, weather or sports?

News (58%), weather (50%) and social networking sites (49%) are likely to be the most popular destinations

Kinds Of Websites To Visit By Mobile – Next Year Base: Next Year Mobile Internet Users



Sports were much more popular with males than females (56% vs 21%), while females were more likely to visit social networking sites (59% vs 42%)

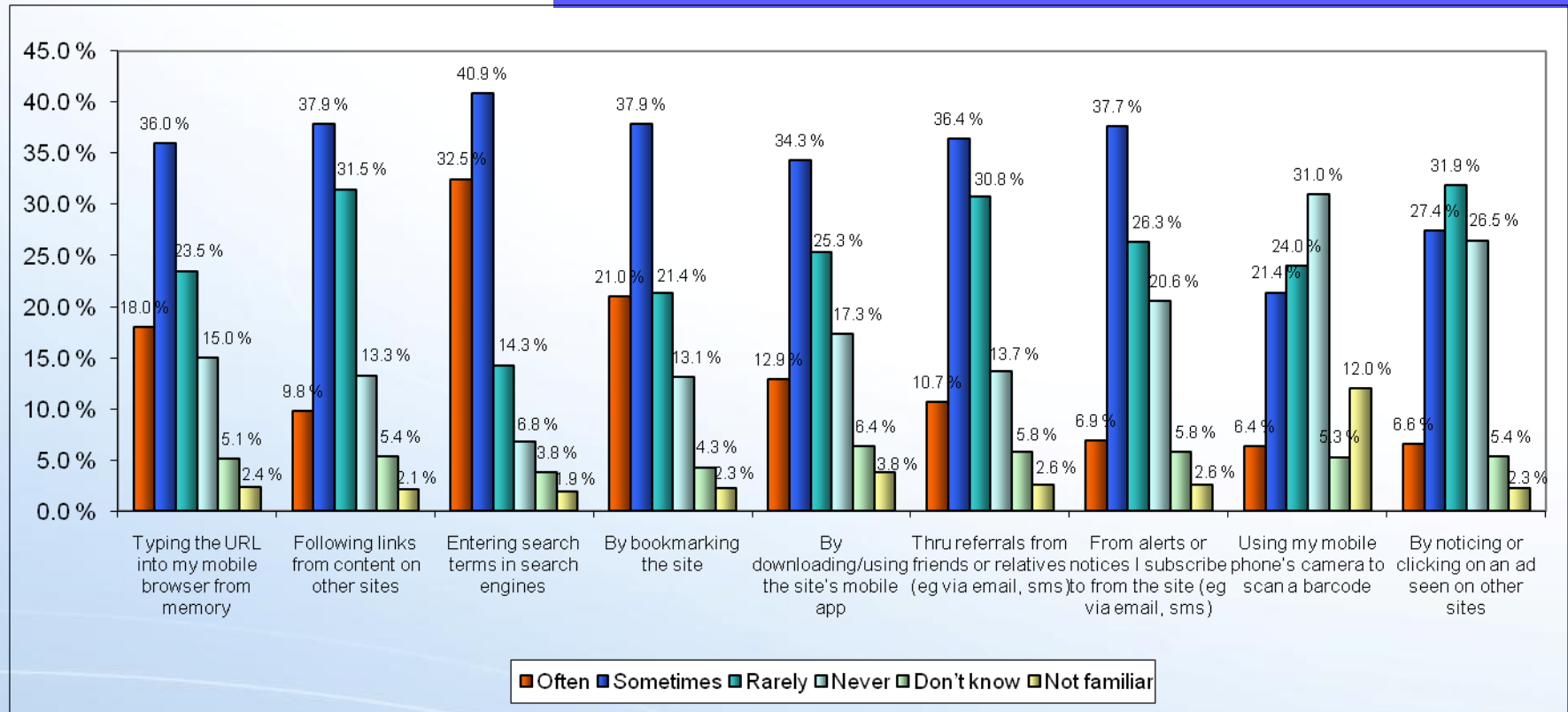
N = 533

Q: Which of the following kinds of site would you most likely visit using your mobile phone over the next year?

Search engines will be the most popular way to access websites on mobile, followed by bookmarking the site.

Preferred Ways To Arrive At Websites By Mobile – Next Year

Base: Next Year Mobile Internet Users



Downloading/using the site's mobile app will be more popular with younger consumers

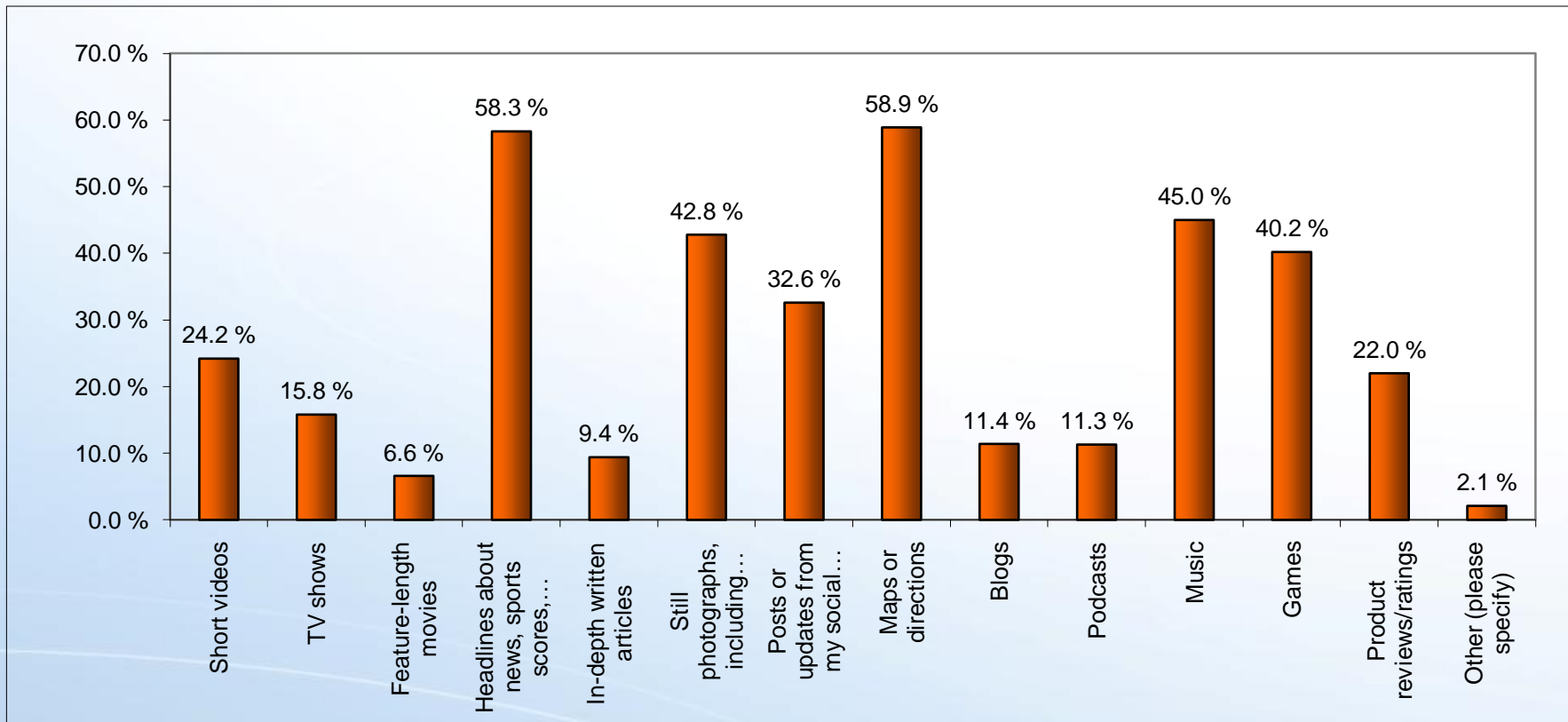
N = 533

Q: Which of the following ways are you interested in and be willing to use to arrive at websites using your mobile device over the next year?

Maps or directions (59%), followed by headlines (58%) will be the most popular types of content

Preferred Mobile Internet Content Types– Next Year

Base: Next Year Mobile Internet Users



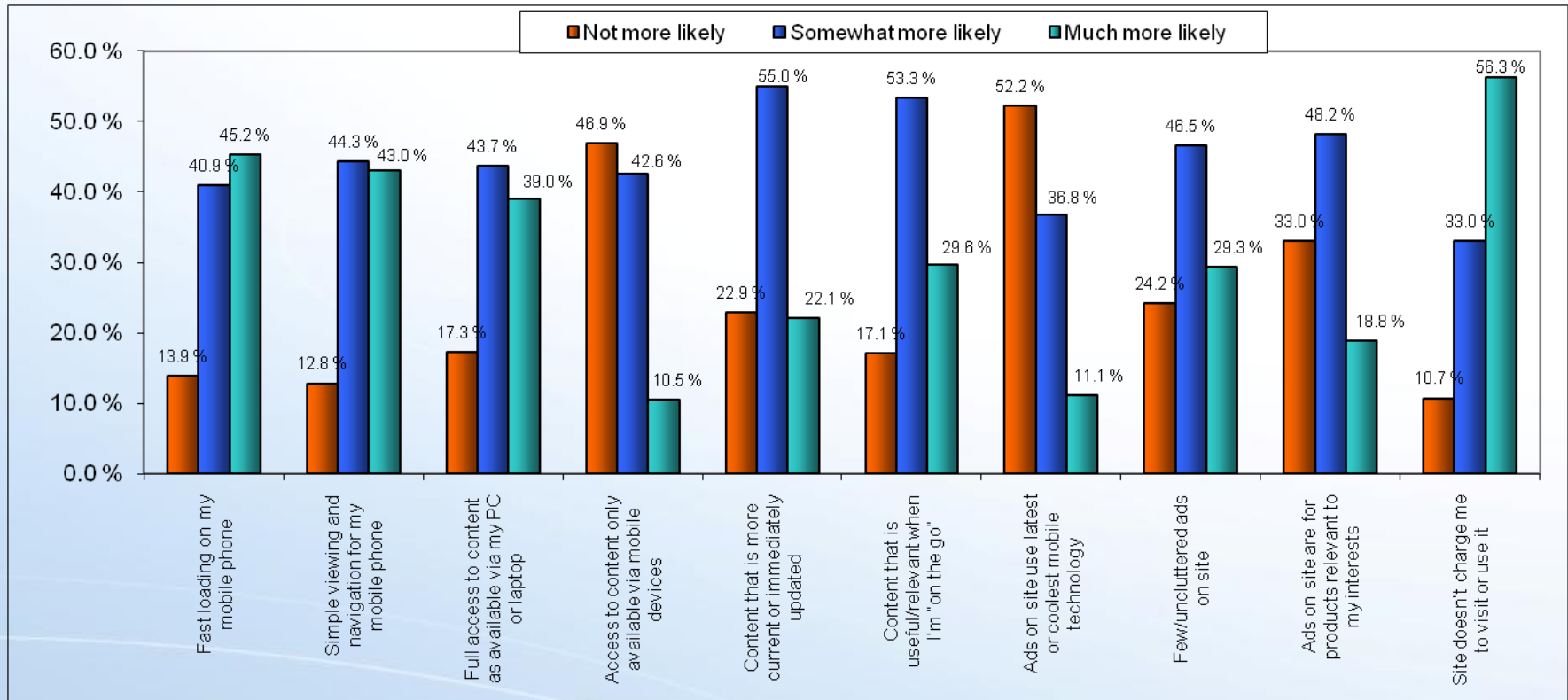
Only 2% of 55-64 year olds were likely to access TV shows through their mobile phone, compared to 21% of 18-34 year olds *N = 533*

Q: Are you likely to access any of following types of content from your mobile phone over the next year?

Free access will have the biggest impact on likeliness to visit a website using a Mobile

Features That Raise Likelihood To Visit Websites By Mobile – Next Year

Base: Next Year Mobile Internet Users



Ads on site that use latest or coolest mobile technology is twice as likely to encourage males to visit a site compared to females (14% vs 8%)

N = 533

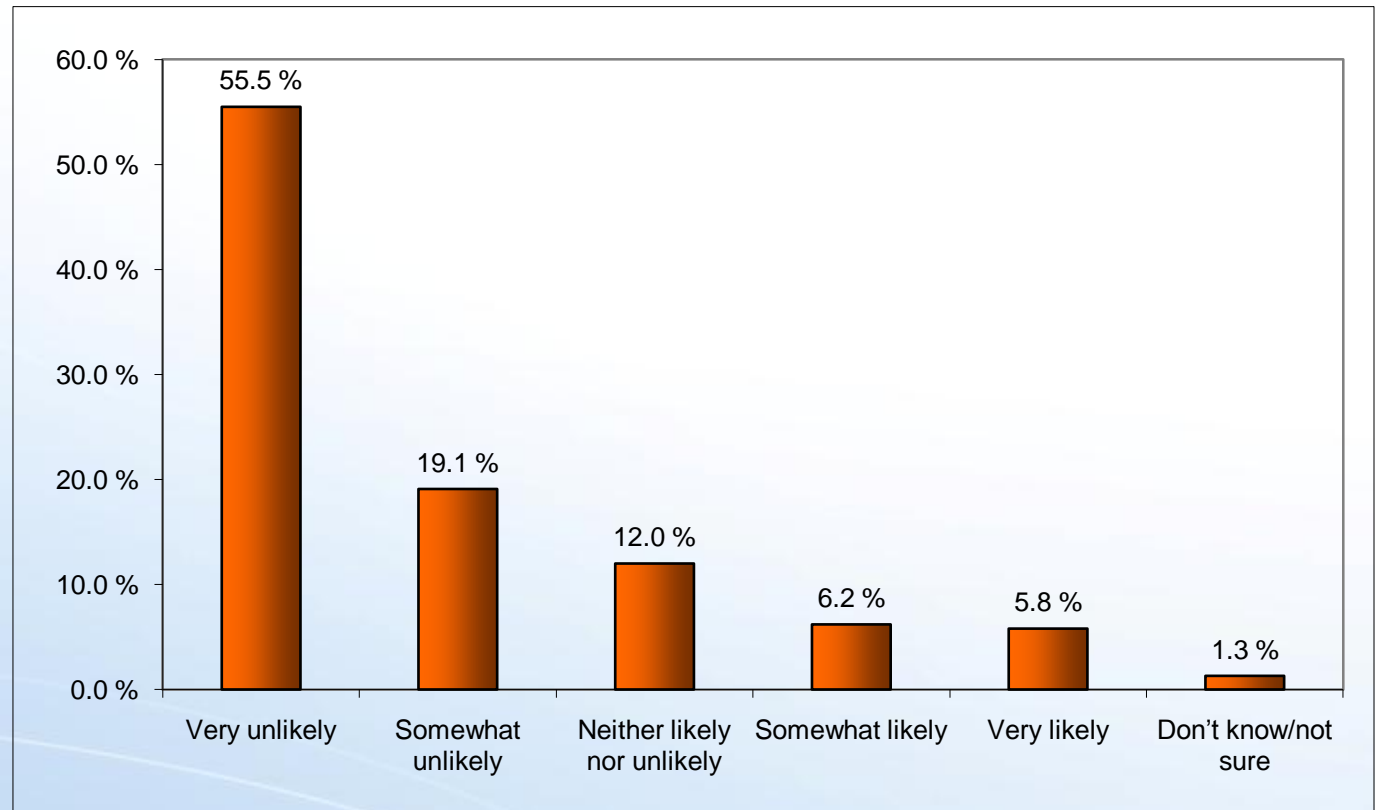
Q: Which of the following features would make it more likely you would visit a website using your mobile phone?

56% of consumers will be very unlikely to visit a fee-for-use site, although 12% would be somewhat, or very likely

Likelihood To Use Mobile To Visit Fee For Use Websites – Next Year

Base: Next Year Mobile Internet Users

Likelihood to visit pay-to-use sites is not greatly affected by age, although more males are likely to do so



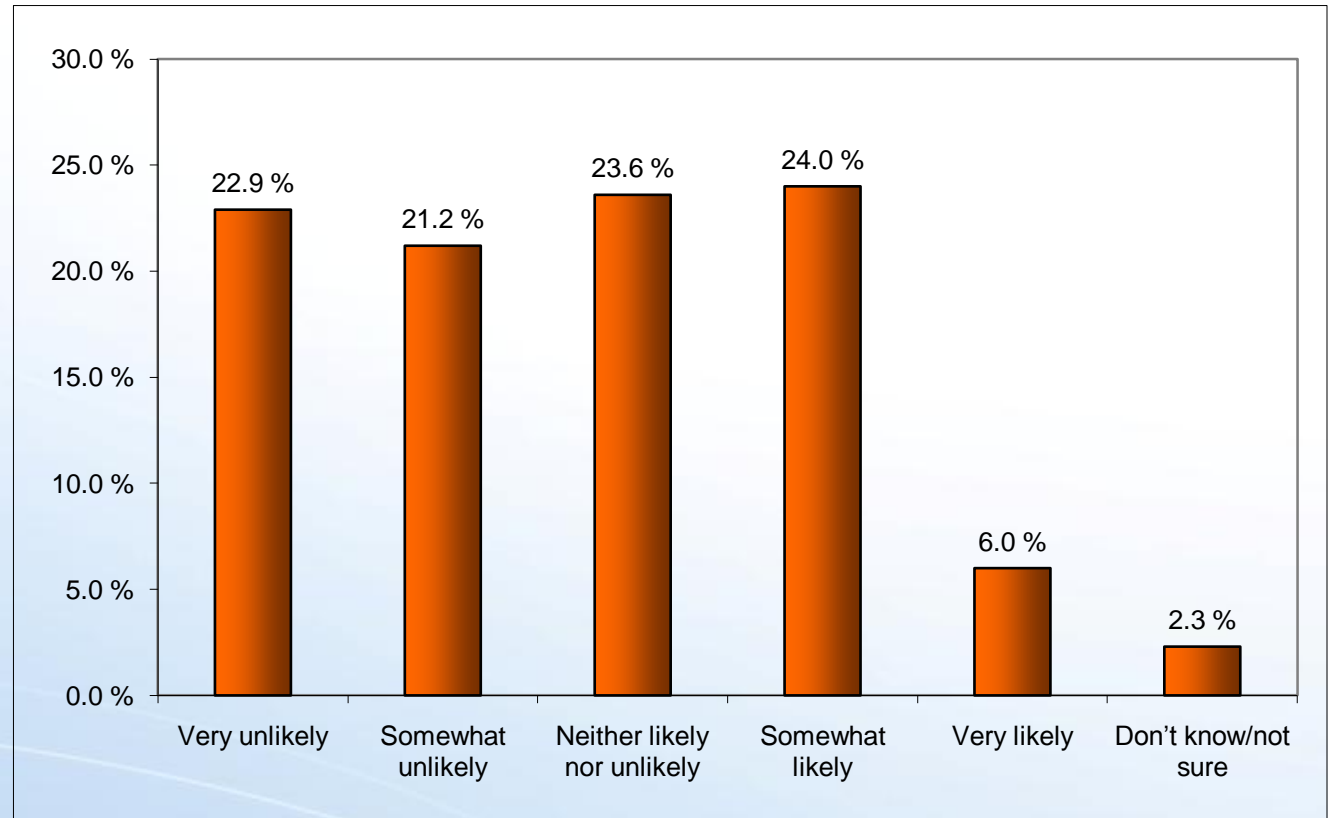
N = 533

Q: Over the next year, how likely would you be to use your mobile phone to visit and use a site of interest to you that require a paid subscription?

30% of consumers would be likely to receive alerts / notices for websites to their mobile

Likelihood To Receive Alerts/Notices From Websites To Mobile – Next Year

Base: Next Year Mobile Internet Users



55-64 year olds were more likely or very likely to receive alerts / notices for website to their mobile than 18-34 year olds (39% vs 27.2%)

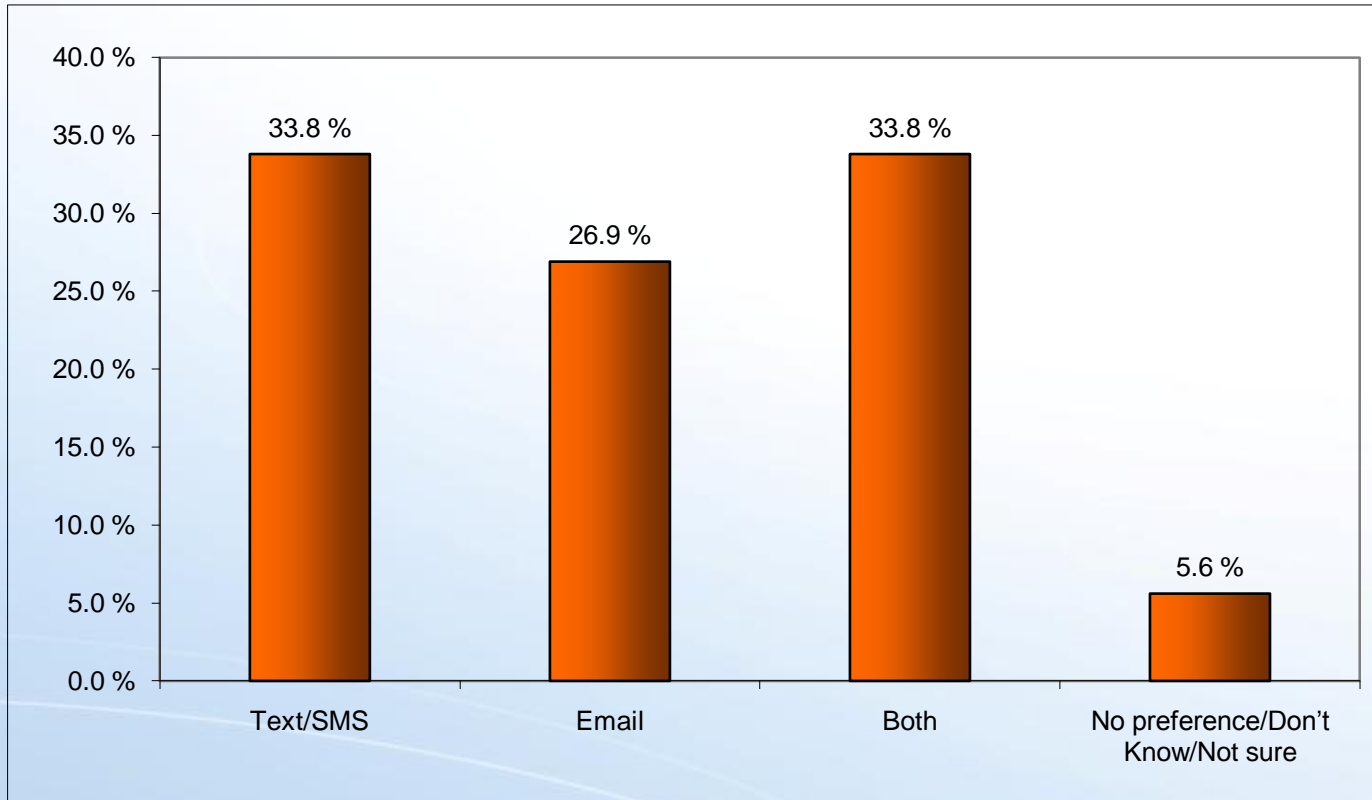
N = 533

Q: Over the next year, how likely would you be to receive regular text alerts or email notices delivered to your mobile phone from sites of interest to you?

Next year's mobile alert recipients prefer text / SMS over email

Preferences on Receiving Alerts/Notices— Next Year

Base: Next Year Mobile Internet Users Who Would Received Alerts/Notices



N = 160

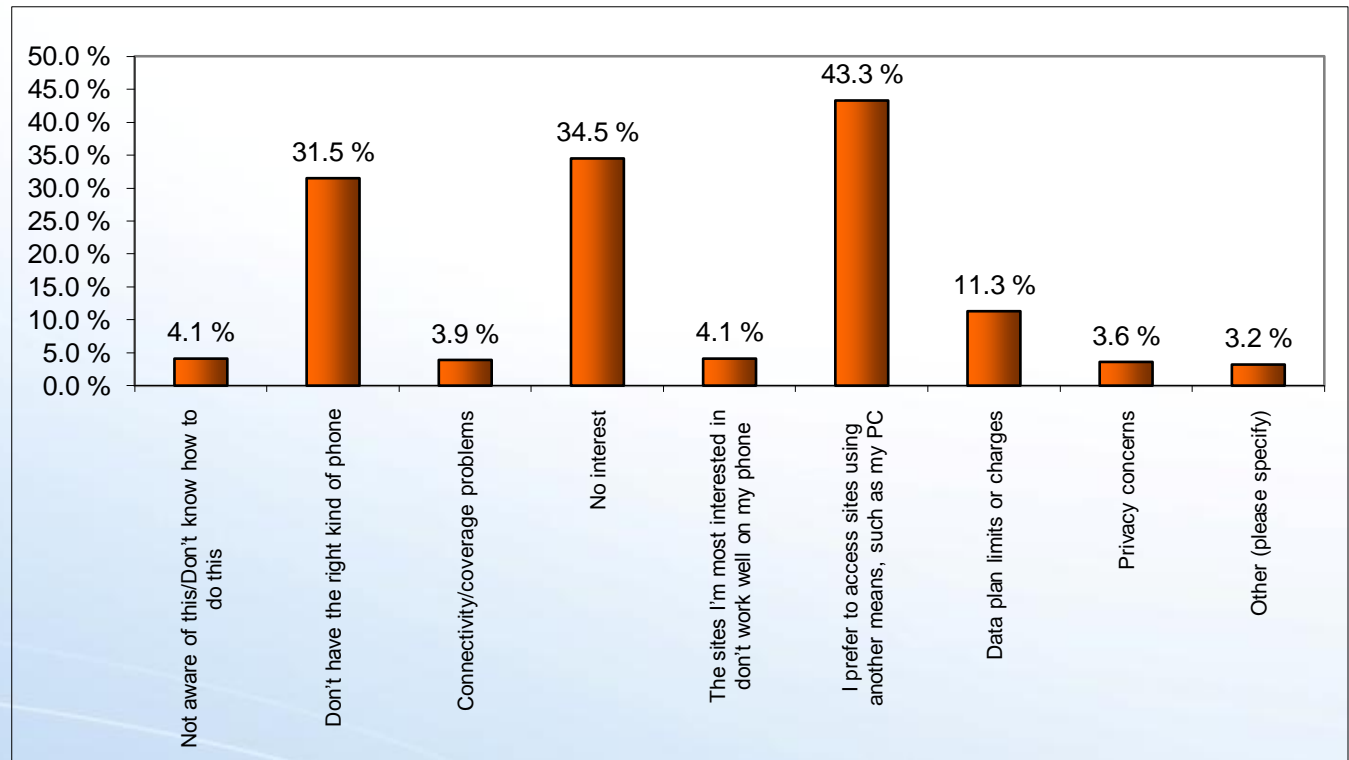
Q: How would you prefer to receive these alerts or notices?

Next year's non-users of the Mobile Internet prefer to visit sites via other means

Reasons For Not Visiting Websites By Mobile

Base: Next Year Non-Users of Mobile Internet

20% of 18-34 year old cited data plan limits or charges as a reason, while only 10% of 55-64 felt this was a reason



N = 467

Q: Which of the following most explain why you do not expect to visit internet sites using your mobile phone?