

# DEVICES & DEMOGRAPHICS



# Devices & Demographics 2016



Fluent's Devices & Demographics report uncovers the latest trends in consumer device adoption and the impact of demographics on their behavior. Based on aggregate data collected across the entire Fluent advertising network in Q4 2015, as well as a survey of over 5,000 American consumers that was conducted at the outset of January 2016, Devices & Demographics is filled with the latest facts and stats including:

- How factors such as age and gender influence which devices consumers use and how they use them;
- The latest numbers in the battle between Google's Android platform and Apple's iOS for mobile dominance;
- The growth of mobile commerce, and comfort levels with shopping on smartphones across various consumer segments.

We hope that you will enjoy the report and welcome your feedback!

-The Fluent Research Team  
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# Fluent Network Data



Fluent's people-based digital marketing and customer acquisition platform enables brands to connect with American consumers at a massive scale. The company generates over 500,000 consumer registrations and 5,000,000 unique survey responses every day. In addition to receiving self-declared demographic user data such as age and gender, Fluent gathers metadata including the devices and operating systems that consumers are using when they interact with the network.

Based on millions of interactions with American consumers that occurred between October 1 and December 31, 2015, Fluent uncovered key trends and data points relative to mobile device usage. The following pages explore these findings in detail.

# Key Findings

MOBILE DEVICE USAGE ROSE SUBSTANTIALLY IN 2015, GROWING FROM 60% IN Q4 2014 TO NEARLY 80% IN Q4 2015

NEARLY 90% OF ADULTS AGED 18-24 WERE ON MOBILE

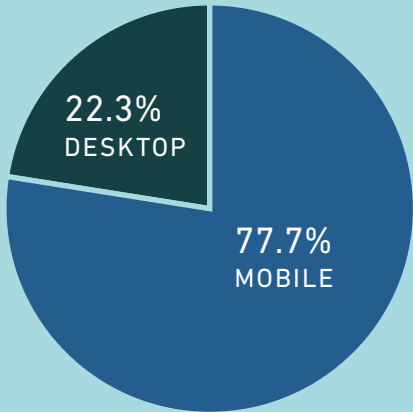
ANDROID GREW ITS LEAD OVER IOS: 72% OF MOBILE INTERACTIONS OCCURRED THROUGH ANDROID DEVICES, A 4% NET INCREASE OVER LAST YEAR. MEANWHILE, IOS INTERACTIONS DROPPED FROM 32% TO 27%

# The Growth of Mobile

Mobile usage grew substantially year-over-year. In Q4 2014, a little over 60% of all interactions on Fluent's ad network occurred on mobile devices compared to 39% on desktop computers. This year, that figure skyrocketed to 78%, shrinking the desktop number to just over 22%. Women were more likely to be on mobile devices than men (79% vs. 73%), and every adult age group was more likely to be on mobile, with the exception of the 65+ age bracket. The youngest adult age group, 18-24 years old, were on mobile devices 88% of the time.

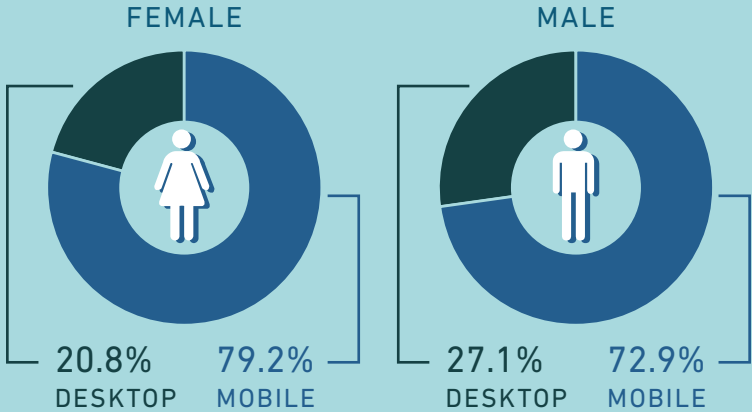
## Mobile vs Desktop

ALL



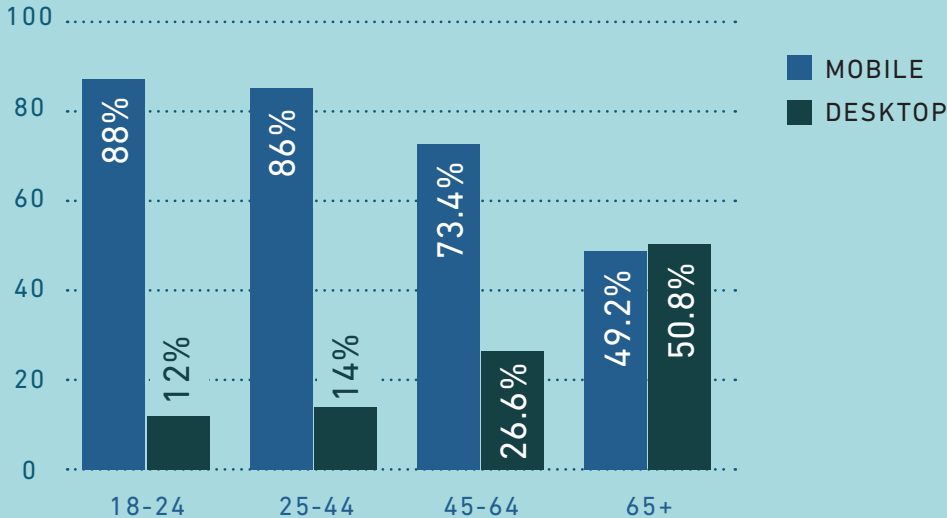
## Mobile vs Desktop

BY GENDER



## Mobile vs Desktop

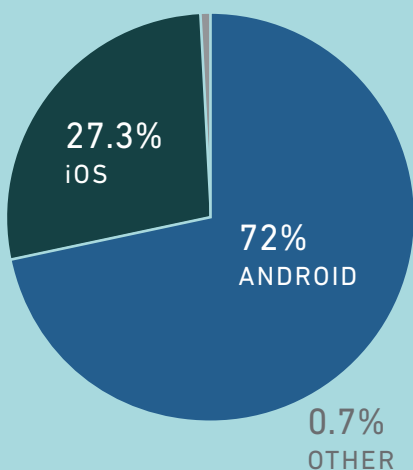
BY AGE



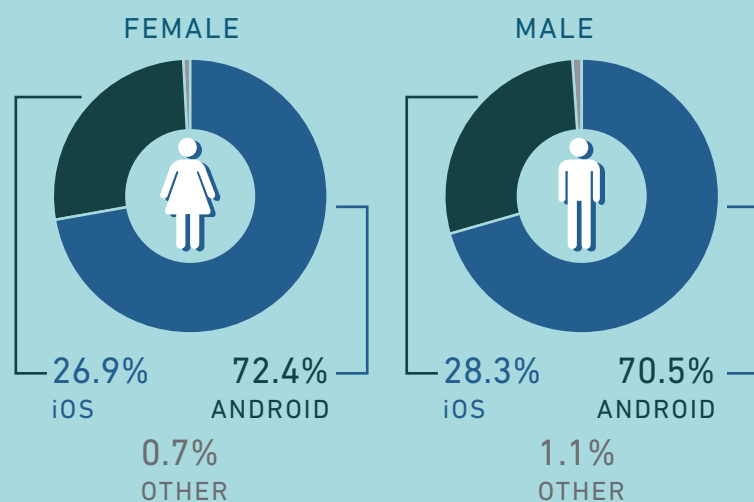
# Mobile Platform Breakdown

Android devices were used by an even greater percentage of consumers this year than last year. In Q4 of 2014, Androids accounted for 66% of mobile devices. This year, that number rose to 72%, and the iOS number dropped from 32% to 27%. Men are slightly more likely to be iOS users than women. Android was the most common platform among all age groups, but its edge over iOS was a bit smaller in the 65+ age bracket. Windows Mobile and other mobile operating systems represented less than 1% of devices used.

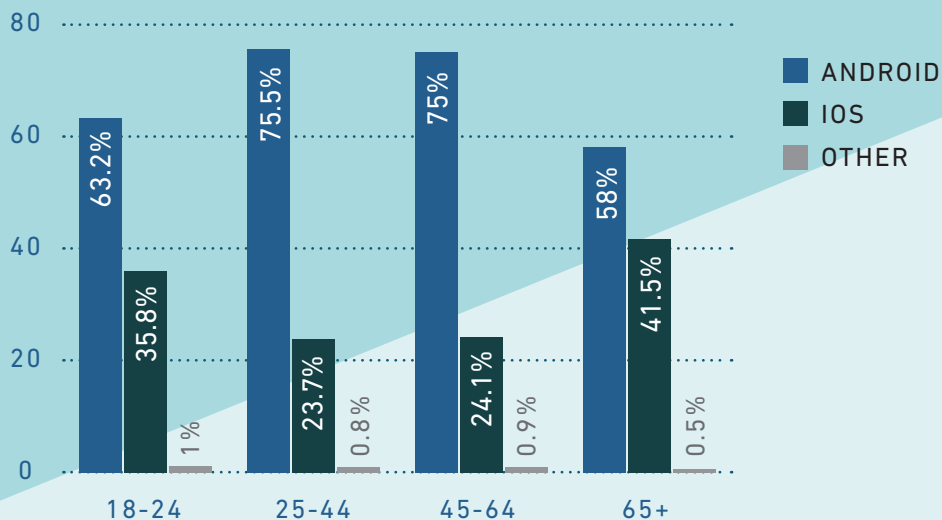
**Mobile Platform**  
OVERALL



**Mobile Platform**  
BY GENDER



**Mobile Platform**  
BY AGE



# Smartphone Shopping Survey



To dive even deeper into the state of device usage and the impact of demographics, Fluent polled more than 5,000 American adults using its proprietary survey platform, with the goal of uncovering whether consumers have finally embraced shopping on smartphones, and what brands can do to improve their handheld shopping experiences.

# Key Findings



**37% OF AMERICAN CONSUMERS MADE PURCHASES ON THEIR SMARTPHONES IN 2015**



**PEOPLE USE THEIR SMARTPHONES FOR EMAIL MORE THAN ANY OTHER APP OR FUNCTION (INCLUDING TALKING!)**



**SMARTPHONE SHOPPERS MAKE MOST OF THEIR PURCHASES THROUGH MOBILE APPS RATHER THAN WEBSITES**



**BETTER CONNECTION SPEEDS WILL BE THE NUMBER ONE DRIVER OF INCREASED SMARTPHONE SHOPPING**



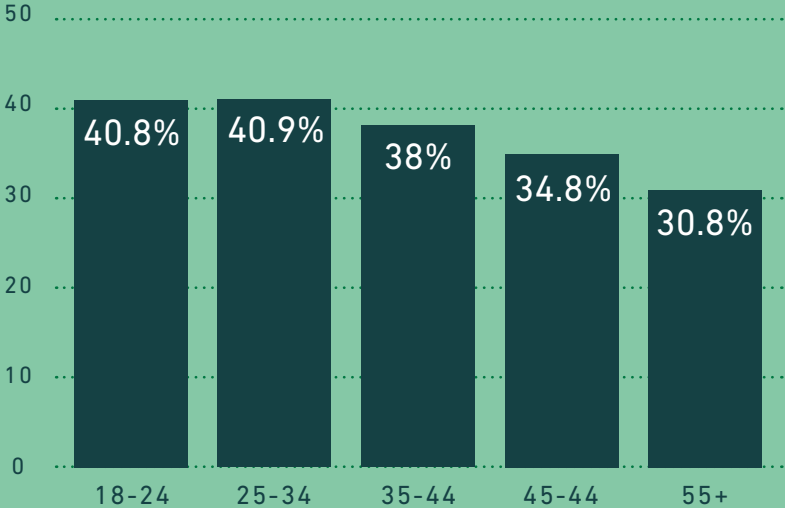
# Mobile Purchases

A little over 37% of Americans made purchases on their smartphones in 2015. Younger adults, aged 18-34, were more likely to shop on their phones than any other age group. Adults over the age of 55 were least likely to make purchases on their smartphones. When it comes to the number of consumers who made mobile purchases, iOS users were more likely to make purchases (46.7%) than Android users (38.3%).

**37.2%**  
Made purchases on smartphones in 2015

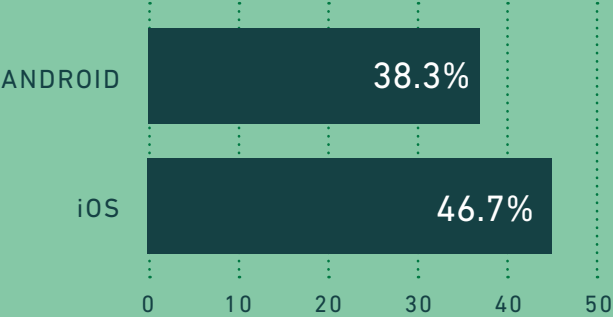
## Made purchases on smartphone in 2015

BY AGE



## Made purchases on smartphone in 2015

BY DEVICE

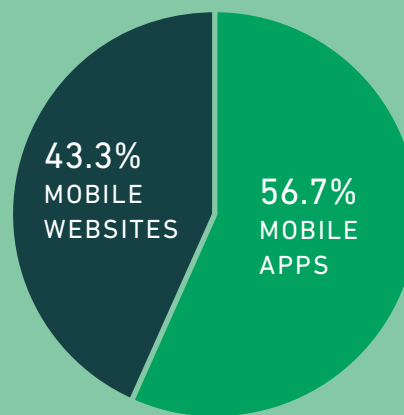


# Mobile Apps vs. Mobile Websites

Brands continue to invest in mobile apps to help streamline the shopping experience and incite more purchases, and the numbers suggest that their efforts have been working.

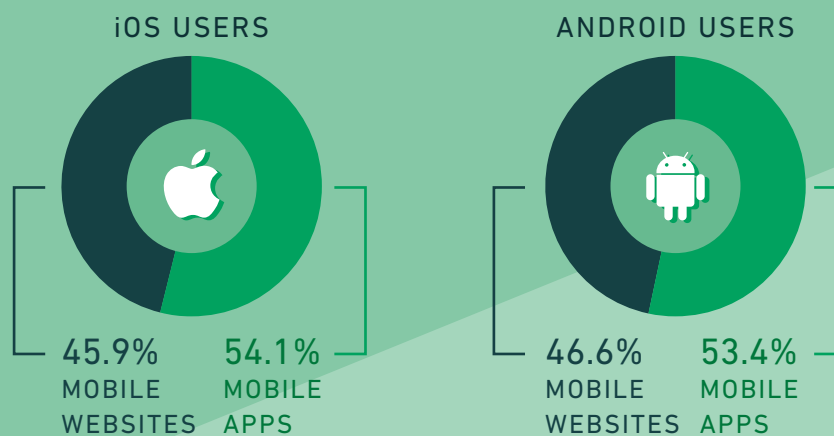
This is equally the case across the two most popular mobile platforms (Android and iOS).

**Did you make the majority of your mobile purchases through mobile apps or mobile websites?**



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BY DEVICE

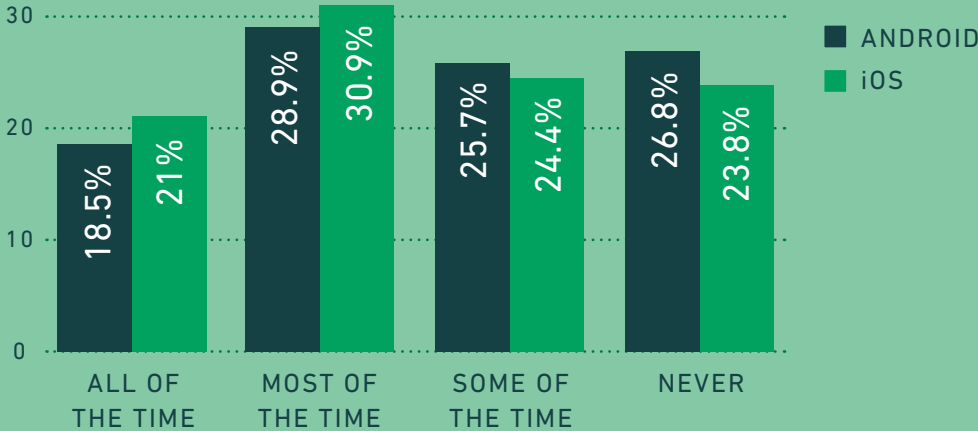


# Comfort With Smartphone Shopping

When we asked consumers whether “shopping on your smartphone is easy all of the time, most of the time, some of the time, or never”, the answers were varied between Android and iOS users. iOS users were more likely to answer “all of the time” and “most of the time”, while the answers “never” and “some of the time” appeared more frequently among Android users. When we looked at the responses by age, unsurprisingly, younger respondents were more likely to say “most of the time” or “all of the time”, while adults aged 45+ more commonly responded “never” or “some of the time”.

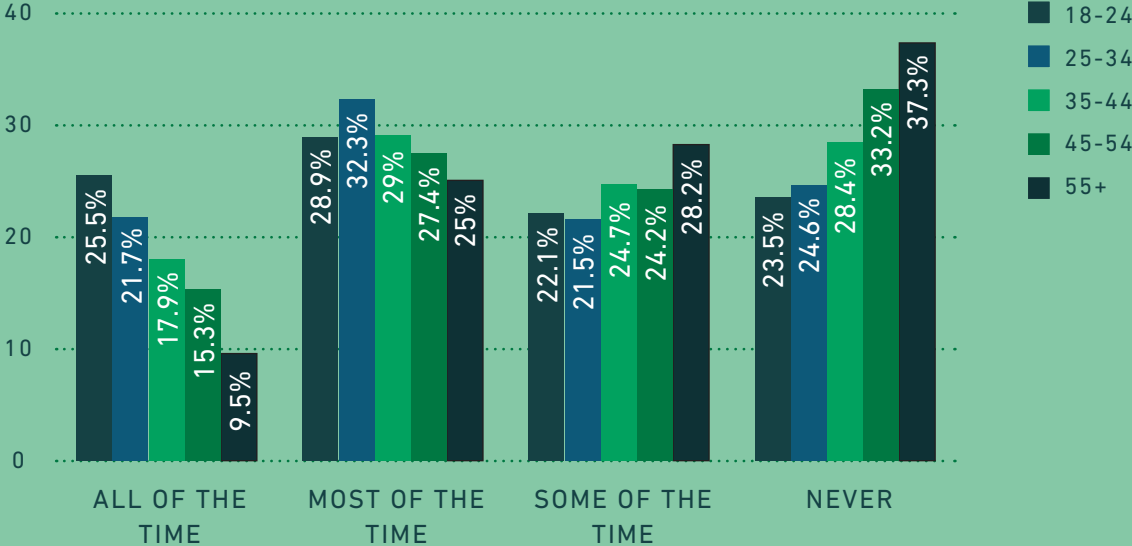
## Mobile shopping is easy...

BY DEVICE



## Mobile shopping is easy...

BY AGE



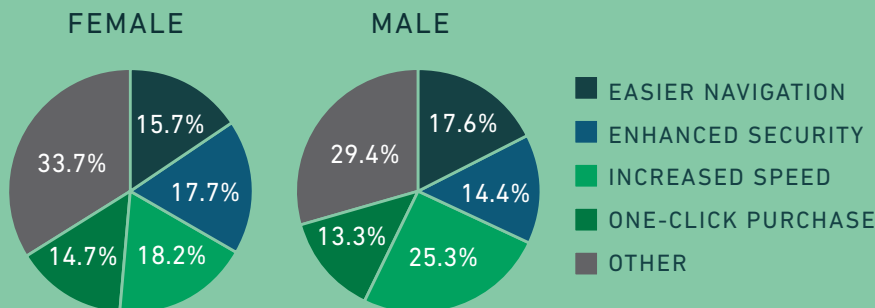
# What Would Make You More Likely to Shop on Mobile?

When we asked consumers what would make them more likely to shop on their mobile devices, “increased speed” was the most popular response (21.6% of respondents) followed by “easier navigation” (16.6%) and “enhanced security” (16.1%).

While those three answers were the most popular across all demographic splits (age, gender, and mobile platform), they ranked differently among these groups. Men chose easier navigation second after speed, while women placed security over easier navigation. Younger adults in the 18-34 age bracket were most likely to say increased speed would make them shop more on mobile, while older adults (aged 45+) cited enhanced security as their biggest motivator to shop more on their smartphones. Android users favor one-click purchase (16.1%) after increased speed and enhanced security, while iOS users said easier navigation after speed and security.

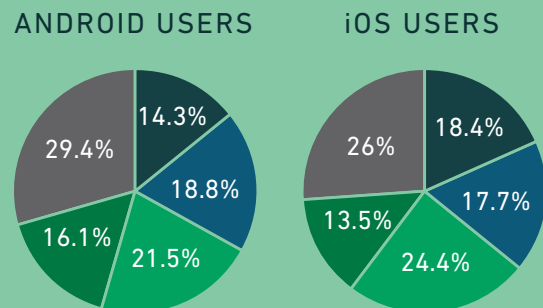
## What would make you more likely to shop on your mobile device?

BY GENDER



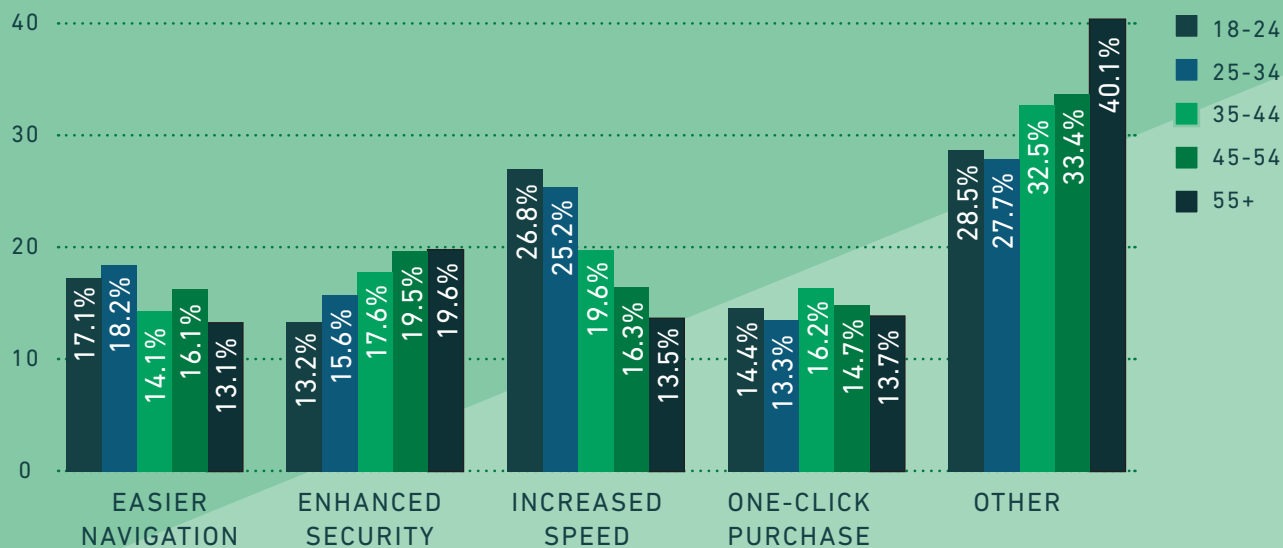
## What would make you more likely to shop on your mobile device?

BY DEVICE



## What would make you more likely to shop on your mobile device?

BY AGE

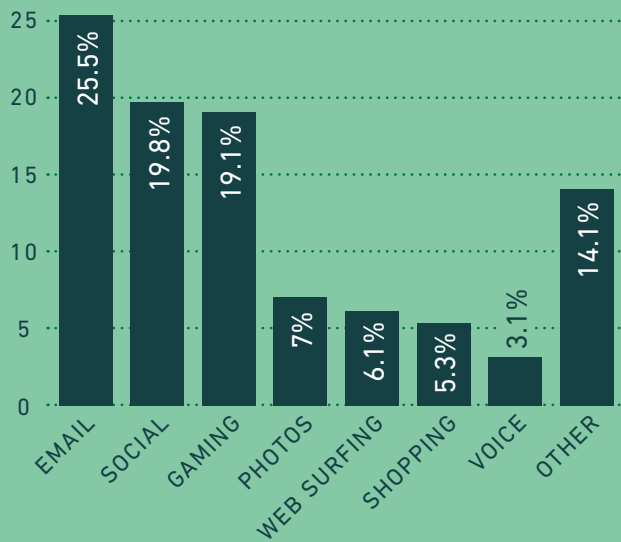


# Mobile Phone Activity

Email is the most popular activity on smartphones (25.5% of respondents) followed by social media (19.8%) and gaming (19.1%). Mobile phone activity varies however, when it comes to men and women, and adults of different age groups. Gaming was virtually even with email as the top activity for men (24.6% and 24.5%, respectively), followed by social media (16.5%). For women, it was email (26.4%) then social media (23%), followed by gaming (13.9%). As expected, younger adults, aged 18-34, were more likely to engage in social media and gaming on their smartphones than those in older age brackets. Older adults (aged 45+) however, were much more likely to use their smartphones for email and phone calls.

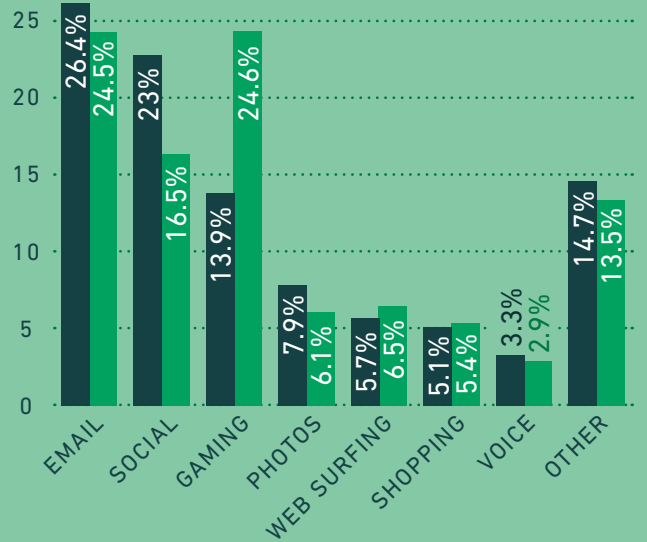
## Which of the following activities do you use your smartphone for the most?

ALL



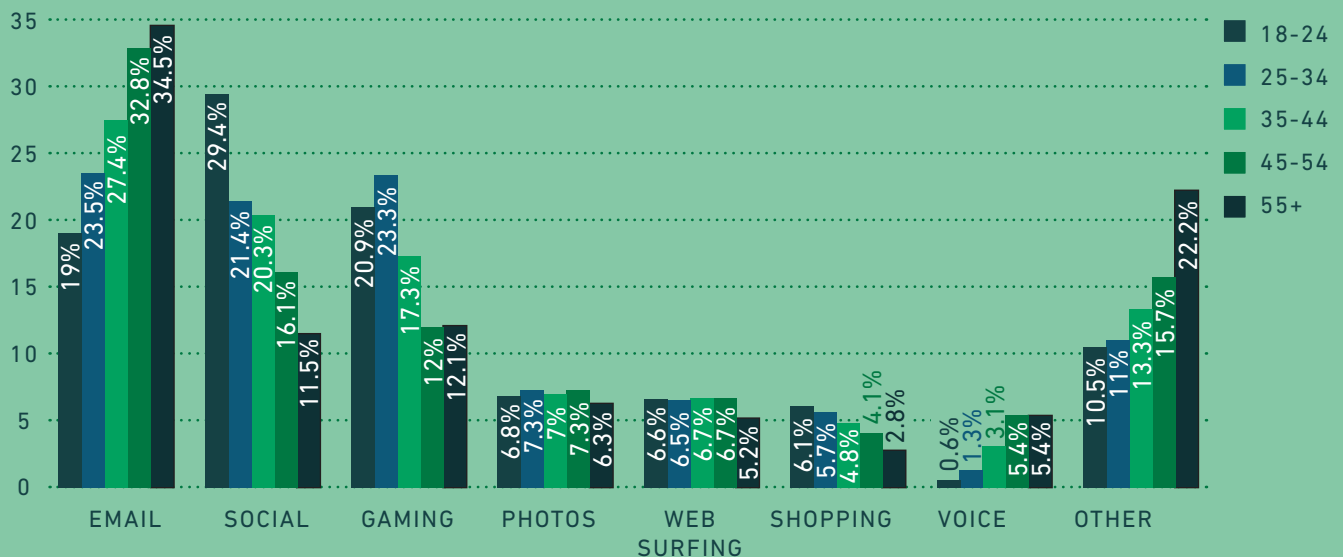
## Which of the following activities do you use your smartphone for the most?

BY GENDER



## Which of the following activities do you use your smartphone for the most?

BY AGE



# About the Smartphone Shopping Survey

## Methodology

Fluent's Smartphone Shopping Survey was conducted online within the United States by Fluent, LLC on January 13, 2016 among 5,240 adults aged 18 and older. Fluent's proprietary ad-serving technology includes a survey module that was used to facilitate the data collection for this study.

For media and analyst inquiries, please contact [research@fluentco.com](mailto:research@fluentco.com)



## ABOUT FLUENT

Fluent, LLC, an IDI company (NYSE MKT: IDI), is an industry leader in people-based digital marketing and customer acquisition, serving over 500 leading consumer brands and direct marketers. Leveraging a massive reservoir of proprietary audience data, as well as millions of real-time survey interactions with consumers every day, Fluent enables advertisers to more effectively target and acquire their most valuable customers, with precision, at a massive scale. The company's headquarters is in New York City, with a satellite office in Washington, DC. and Detroit.

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