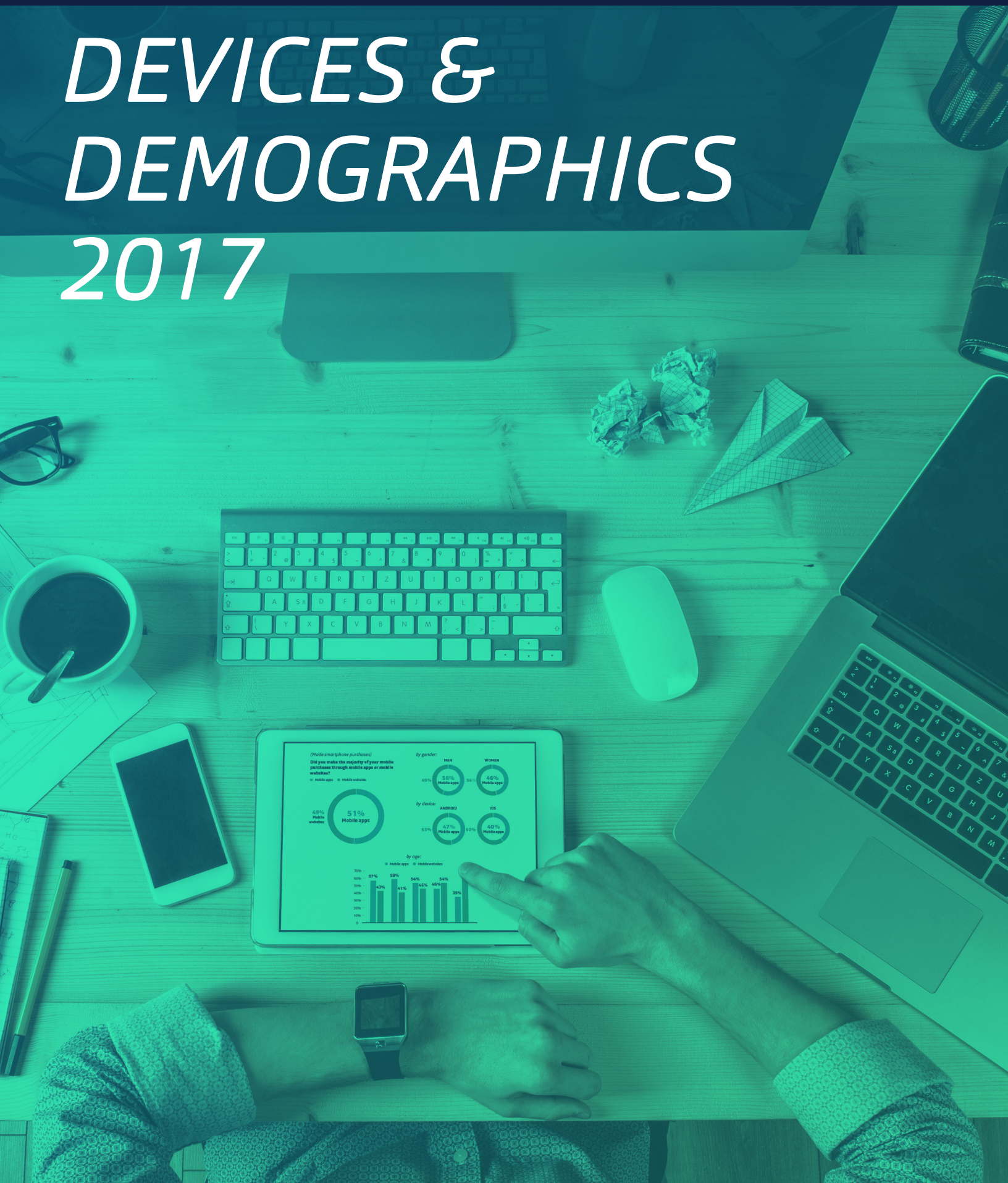


# DEVICES & DEMOGRAPHICS 2017



# Devices & Demographics 2017

Fluent's annual *Devices & Demographics* report examines the latest trends in consumer device usage and the impact of demographics on their behavior. Using our proprietary survey platform, we polled nearly 3,000 American adults, uncovering the latest behaviors on mobile devices, consumer preferences for online and mobile shopping, and how brands can improve their handheld experiences.

## Key Findings

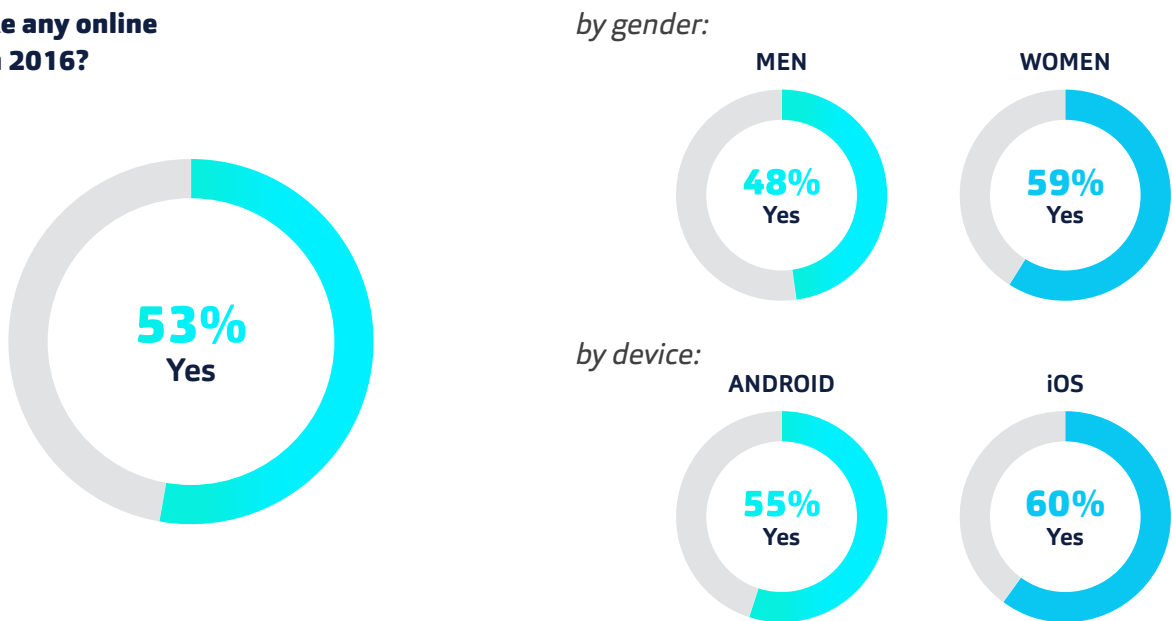
- Nearly half of surveyed Americans said they made purchases on their smartphones in 2016. iOS device owners were more likely to shop on mobile than Android owners.
- Nearly 1 in 4 respondents said they have made a smartphone purchase after receiving a marketing email, marketing text message, or push notification about a product.
- Easier navigation and increased speed were the top two improvements that respondents said would make them more likely to shop on mobile.
- Social media is the most popular mobile app category followed by gaming and shopping.
- Nearly half of surveyed Americans (47.8%) said they have gaming apps on their phone.

ONLINE SHOPPING

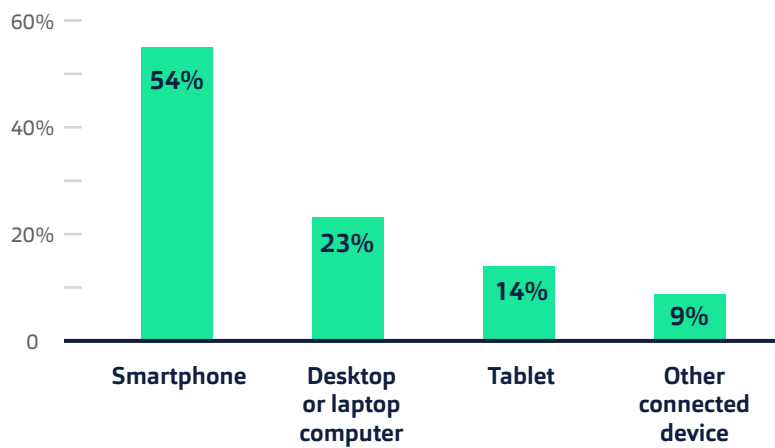
We asked consumers whether they made any online purchases in 2016, and more than half (52.9%) of those surveyed said yes. Women were more likely than men (58.5% vs. 48.3%) to shop online. When we cross-examined the responses by participants’ mobile device platform – Android, iOS, Windows and ‘other’ – we found that iOS device owners (60.2%) were marginally more likely than Android users (55.1%) to make online purchases.

It’s quite evident that smartphones are now used by Americans for a myriad of tasks, but for online shopping, smartphones dominate other devices. A little over half (54.2%) of respondents said they used smartphones most often to make online purchases, followed by desktop and laptop computers (23.3%) and tablets (13.7%).

Did you make any online purchases in 2016?



(Made online purchases)  
What device did you use most often to make online purchases?



## MOBILE SHOPPING

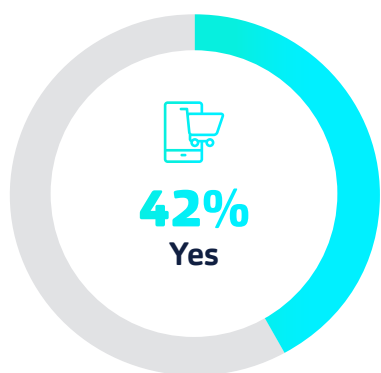
### How often are Americans shopping on smartphones and what are the top reasons?

42.3% of Americans surveyed made purchases on their smartphones in 2016. That number was a bit higher for women (45.3%) than men (39.9%). iOS device owners (50.5%) were also more likely than Android owners (46%) to make purchases on their smartphones.

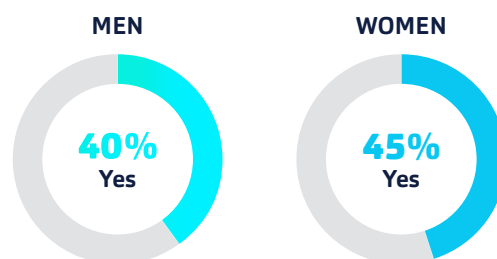
Just over half of respondents (52.4%) said they made 1-5 purchases on their smartphone last year, and another 23.7% said they made 6-10 purchases.

To examine the impact that digital marketing had on mobile shopping, we asked consumers about three common marketing communications methods – email, text and push notifications. Email held a slight edge over the other two in terms of inciting mobile purchases as 20.8% of respondents said they made a smartphone purchase after receiving a marketing email about a product, compared with 18% and 17% for text and push notifications, respectively.

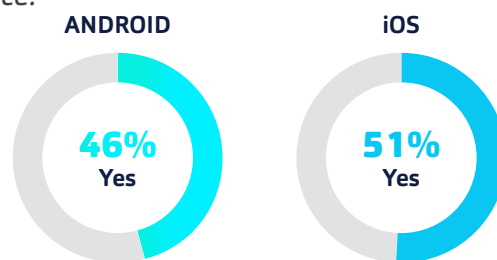
#### Did you make any purchases on your smartphone in 2016?



#### by gender:

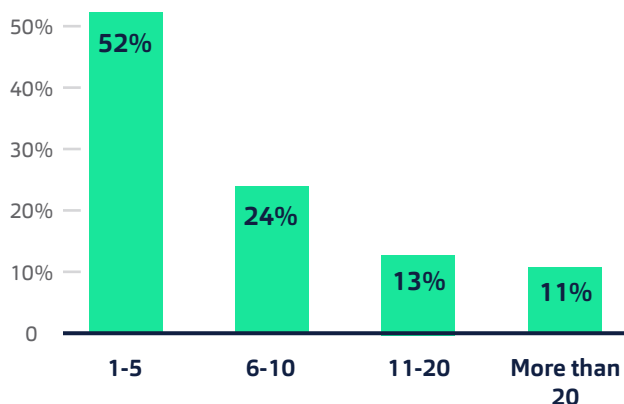


#### by device:

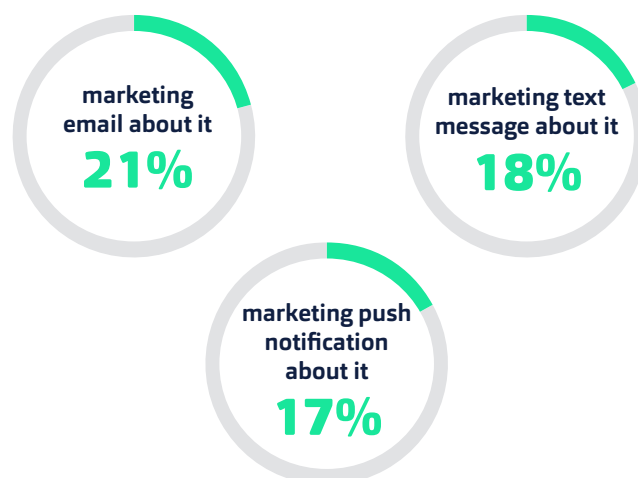


(Made smartphone purchases)

#### Approximately how many purchases did you make on your smartphone in 2016?



#### % that purchased a product on a smartphone after receiving a...





## MOBILE SHOPPING

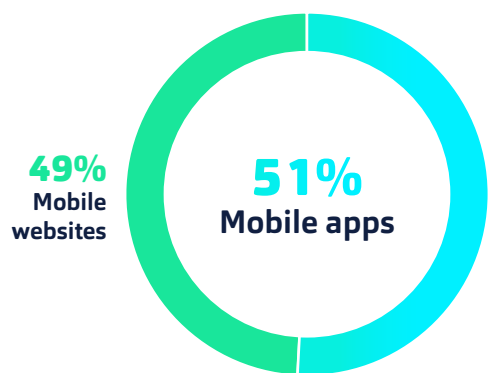
### Mobile apps vs. Mobile websites

The mobile app economy has seen explosive growth in recent years and brands are investing more in apps to help improve the customer shopping experience. Americans are making purchases on both mobile apps and mobile websites at a pretty even rate (51.4% vs. 48.6%). However, that changes when you break down the results by age and gender. Women are much more likely than men (53.6% vs. 43.8%) to shop on mobile websites, while the opposite is true for mobile apps, where men make the majority of their smartphone purchases (56.2% for men; 46.4% for women). Age also factors into mobile shopping rates. Younger Americans, 18-24 and 25-34, are much more likely to shop on mobile apps while older age groups, 45-54 and 55+, are more likely to make their smartphone purchases on mobile websites. It's also interesting to note that Android users are more likely to shop on mobile apps, and iOS users on mobile websites.

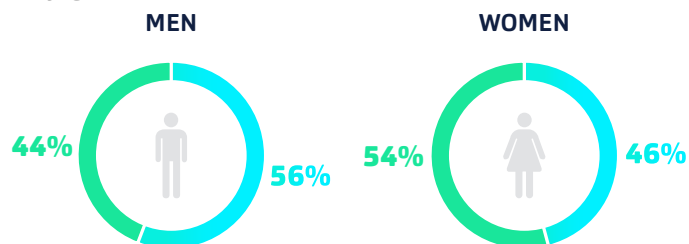
(Made smartphone purchases)

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

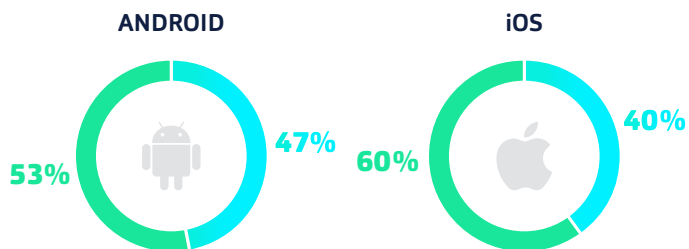
● Mobile apps ● Mobile websites



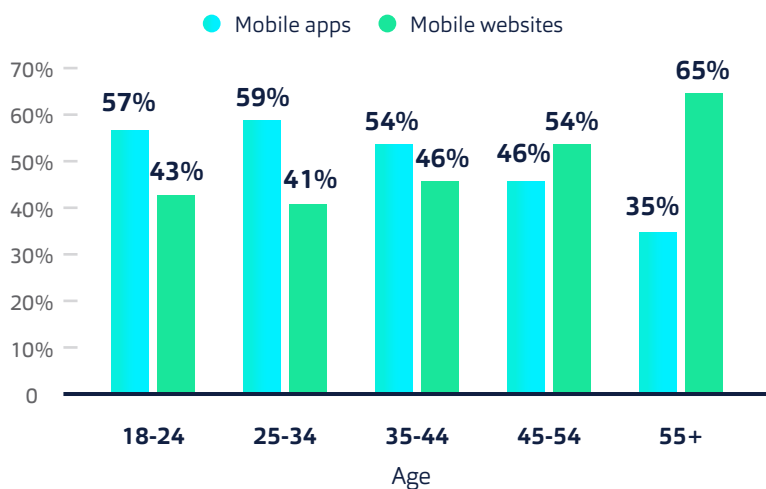
by gender:



by device:



by age:



## MOBILE SHOPPING

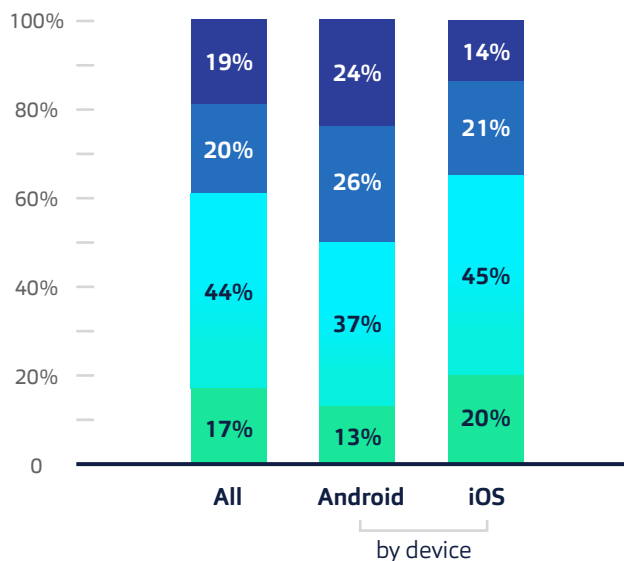
### The Mobile Shopping Experience

Americans are shopping on mobile devices at a relatively high rate, but how would they describe the mobile shopping experience? For the most part, it appears to be a positive customer experience. When we asked whether mobile shopping is easy “all of the time”, “most of the time”, “some of the time” or “never”, nearly half of respondents (44.4%) said “most of the time”. Less than 1 in 5 said “never”. The data also suggests that mobile shopping is easier on iOS devices than it is on Androids, as a greater percentage of iOS users said “most of the time” and “all of the time” and far less said “never” (14.4% vs. 23.5%).

We also asked consumers what would make them more likely to shop on mobile devices, and “easier navigation” and “increased speed” were the two most common responses. However the responses varied substantially when cross-examined by age. Younger Americans are more interested in increased speed, while older Americans are more concerned with security.

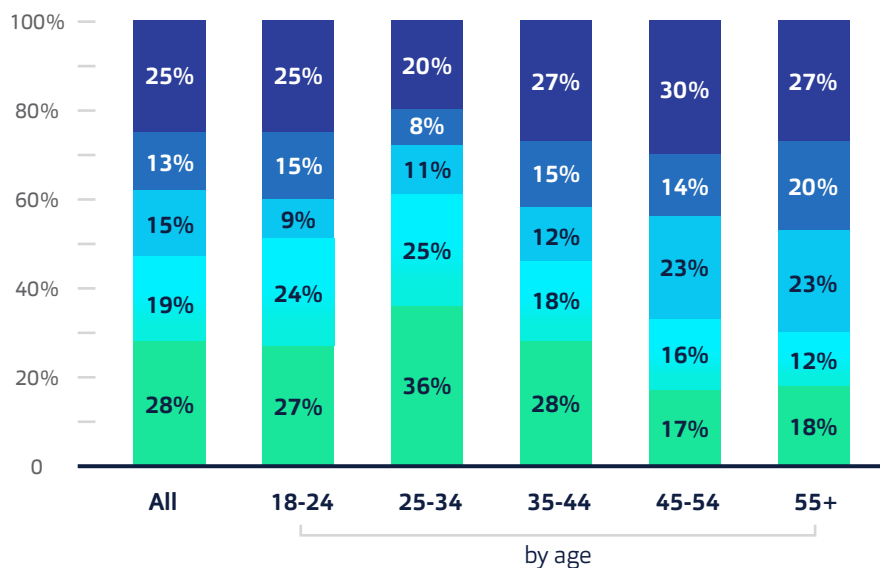
#### Which of the following best completes this statement: Mobile shopping is easy...

- All of the time
- Most of the time
- Some of the time
- Never



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

- Easier navigation
- Increased speed
- Enhanced security
- One-click purchase
- Other

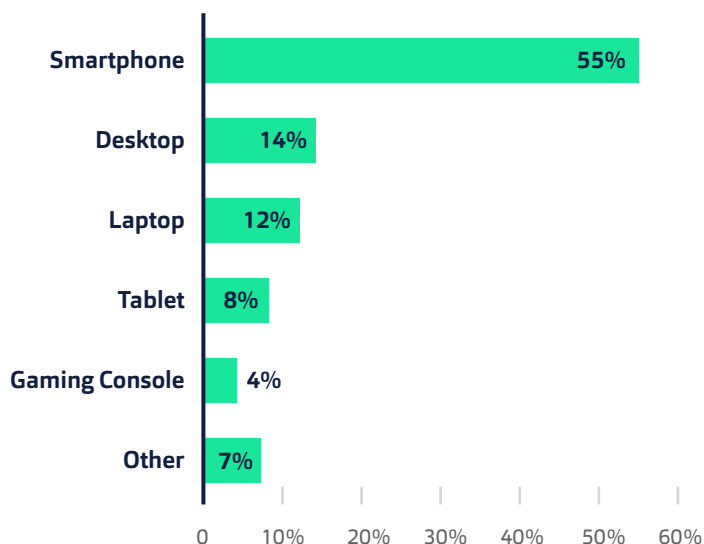


## SMARTPHONES & MOBILE APPS USAGE

Smartphone usage dominates usage of other popular devices, such as computers and tablets. 55% of respondents said they spent the majority of their time on smartphones over the past year – well ahead of desktop and laptop computers which came in second and third at 13.7% and 11.8%, respectively.

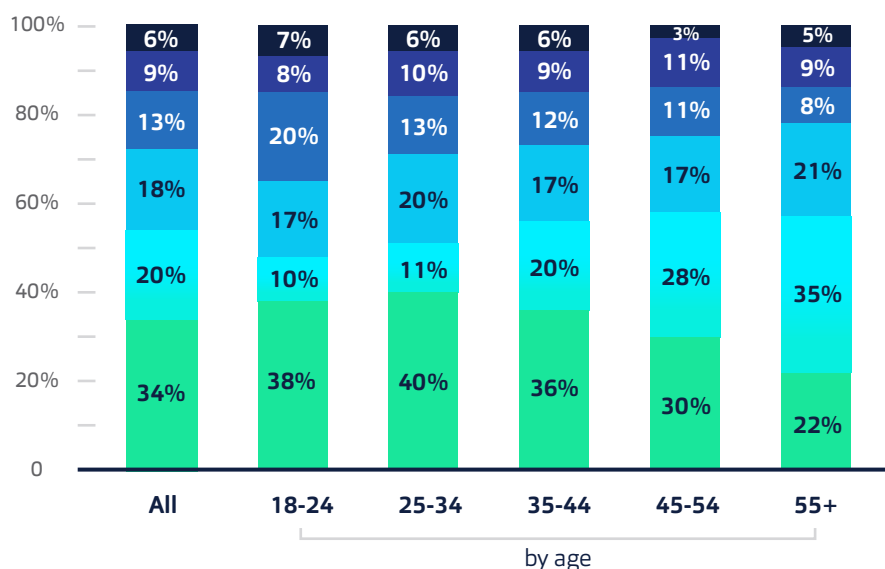
We looked at the top activities for smartphones and the most common activities were messaging (33.8%), phone calls (20%), and email (18.4%). Social media followed closely behind at 13.2%. Those activities are highly impacted by age, as younger adults spend much more time on messaging and social media, while older age groups make phone calls at a much greater rate.

### Over the past year, which device would you say you spent the majority of your time using?



### What do you use your smartphone for most?

- Messaging
- Phone calls
- Email
- Social Media
- Web surfing
- Photos



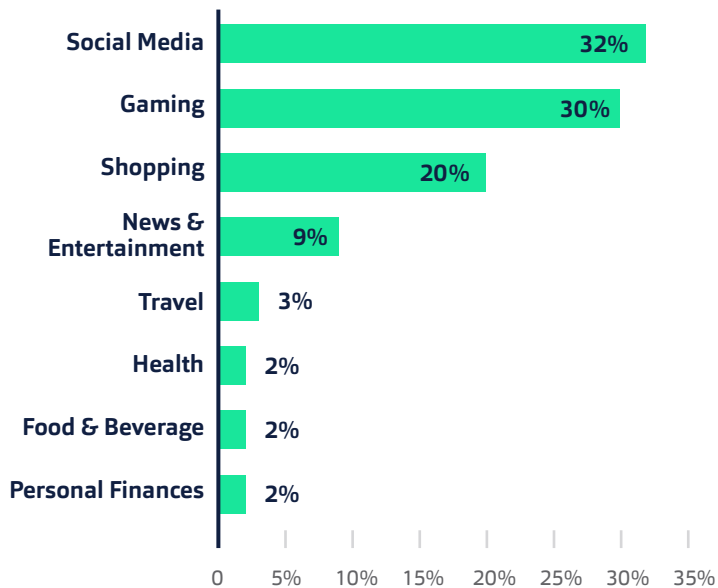
## SMARTPHONES & MOBILE APPS USAGE

### Mobile Apps

Social media is the mobile app category that Americans spend the most time on (31.9%), narrowly edging out gaming (29.5%). 'Shopping' rounded out the top three with 20% of respondents indicating it is the category they spend the most time on. Men are more likely to spend time on mobile gaming than women (32.5% vs. 26%), and women are much more likely to spend time on social media apps than men (37.4% vs. 27.4%).

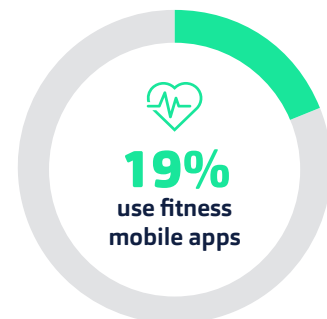
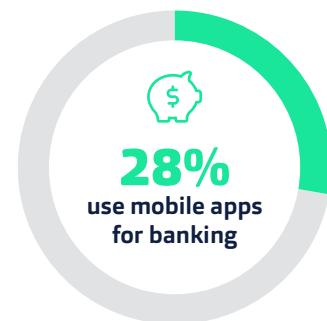
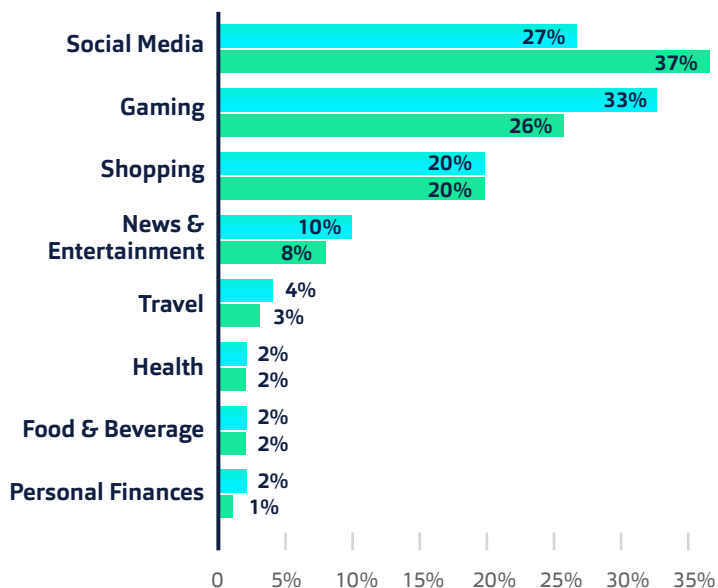
Americans are also adopting certain app categories at increasing rates. Nearly 1 in 3 use banking apps, 1 in 5 use fitness apps, and 1 in 4 use apps for travel.

#### Which type of mobile app do you spend the most time on?



by gender:

Men Women





## MOBILE GAMING

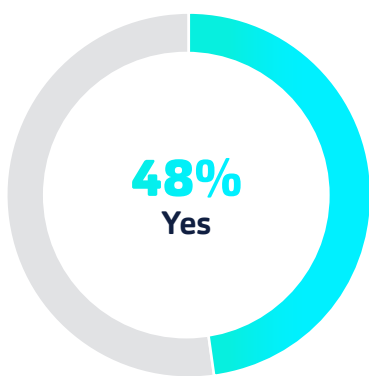
Gaming is one of the most popular app categories in the US, in terms of app downloads and time spent, so we examined gaming app behavior and the impact of demographics on activity. Nearly half of surveyed Americans (47.8%) said they have gaming apps on their phone. The vast majority (72.2%) have 1-5 games.

Americans are also pretty active on gaming apps. When we asked gaming app users how often they play mobile games, nearly 70% responded either “always”, “often”, or “sometimes”. Only about 3 in 10 responded “rarely” or “never”.

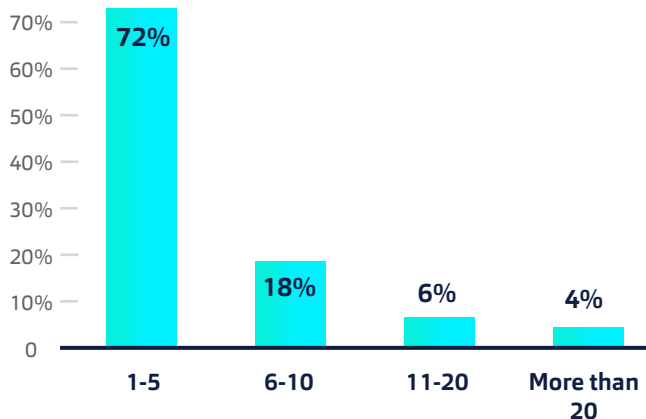
As for where Americans are playing mobile games, an overwhelming majority (85.2%) said at home, with only 11% playing during work breaks and 4% during their work commutes.

### Do you have any gaming apps on your smartphone?

(Have gaming apps)

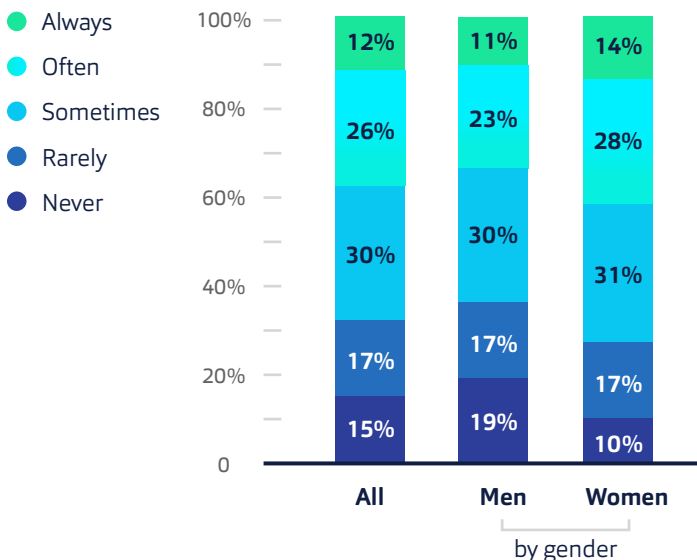


### Approximately how many gaming apps do you have on your smartphone?



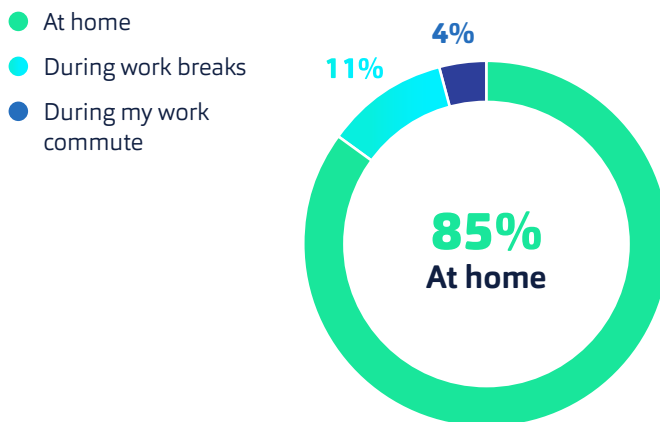
(Have gaming apps)

### How often do you play mobile games?



(Have gaming apps)

### When do you play mobile games most?



## ABOUT THE SURVEY

This Fluent survey was conducted online within the United States on January 5, 2017 among 2,773 adult US residents (aged 18+). Respondents were randomly selected, and the findings are at a 95% confidence level with a margin of error of +/- 1.86%. Due to rounding, percentages may not always add up to 100%. Fluent's proprietary ad serving technology includes a real-time 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, a cogint company (Nasdaq: COGT), 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 is headquartered in New York City. For more information visit [www.fluentco.com](http://www.fluentco.com).

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