

# How Mobile Computing Impacts Us

One-third of all Canadians and **49 per cent** of Canadians between the ages of 18 and 34 access the Internet with their smart phone.\* Whether people are going online with their smart phones and tablets out of boredom or to compare the price of an item in the store, it's becoming clear that mobile computing is making our lives easier and is here to stay.

\*Source: Quorus Consulting Group, 2011 Cell Phone Consumer Attitudes Study, April 29, 2011

## Find the best price on favourite products

In response to consumers using their smart phones and tablets to compare deals, retailers are beginning to offer special coupons and promotions, as well as product overviews and ratings, to provide all of the information consumers need to make their choices. Additionally, this gives consumers more power to barter for a better deal if they find the same product on sale for less at a competing store or online.

## Work from anywhere

Mobile computing is changing the way and speed in which work is done. Since people are available 24 hours a day, it's possible to break the workday into smaller blocks of time throughout the morning, afternoon or evening rather than plugging away for eight hours straight. If a problem arises in the evening, it can be resolved immediately, instead of waiting until someone arrives in the office the next morning. This creates the flexibility necessary for people to dedicate more time to personal or family activities.

## Learn on-the-go

Web-based applications encourage learning, whether you're a child learning numbers and colours or an adult learning Italian before a trip to Rome. Additionally, it's easy to share documents, videos and presentations within seconds. This allows employees the flexibility to brush up on the skills and knowledge that are essential for the workplace; students to learn more about a topic discussed in class or to get help on homework; and people to learn a new cooking technique for a dinner party or carry a library of great books anywhere.



# The Reach of Mobile Devices



## Ownership

**20 per cent** of Canadians own a smart phone

**42 per cent** use the RIM platform

**31 per cent** use the Apple platform

**12.2 per cent** use the Android platform

**14.8 per cent** other platforms

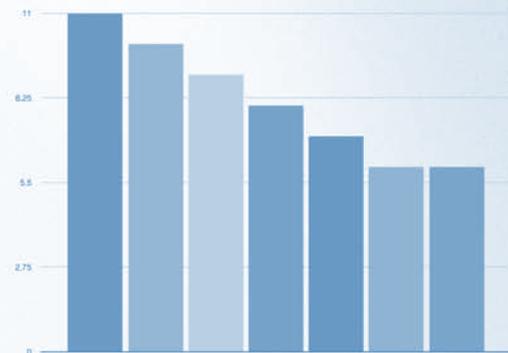
Source: CBC News, June 2, 2011

**5 per cent** of Canadians have a tablet, and

**2 per cent** are connected to a cellular network

## Internet access

**29 per cent** of smart phone owners access the Internet on their devices



## Apps

**58 per cent** of smart phone users have downloaded apps to their phones

**12:** The average number of apps downloaded

**25 per cent** of apps were purchased as opposed to being free downloads

**76 per cent** use applications pertaining to weather information

**69 per cent** use applications that link them to social networks or blogs

**61 per cent** use applications that link them to travel, transit, mapping or navigation

**56 per cent** use applications for YouTube

**52 per cent** use gaming applications for arcade, puzzles, action and casino games



**83 per cent** of smart phone users aged 18 to 34 are more likely to use apps that link them to social networks, Instant Messaging or blogs than older respondents. Households with only a mobile phone are more likely to access news information on their mobile devices compared to those with land-line service.

## What are they looking for?

Maps or navigation

Instructions: **11 per cent**

Sports: **10 per cent**

Bank accounts: **9 per cent**

News: **8 per cent**

Travel or transit service: **7 per cent**

Weather: **6 per cent**

Restaurants: **6 per cent**

**46 per cent** of smart phone owners use apps related to sports news and scores

**44 per cent** use apps related to regional, national or international news

**35 per cent** use apps to get information on restaurants and bars

**33 per cent** use apps related to cooking, gardening or exercising

Men are more likely to use apps that link to sports news and scores and apps that link to regional, national or international news than women.

