

How Mobile Computing Impacts Us

More people rely on their mobile phones and tablets for Internet service than ever before, with **25%** of smart phone owners using their device in lieu of a desktop or laptop computer to go online.* Whether people are going online with their smart phones and tablets out of boredom or to compare the price of an item in a store, it's becoming clear that mobile computing is making our lives easier and is here to stay.

*Source: Pew Research Center, July 11, 2011

Find the best price on favorite 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

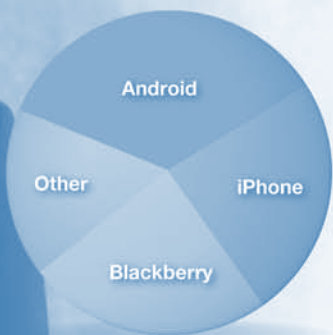
Mobile computing is changing the way and speed in which work is done. Since people are available 24 hours a day, it's possible to break the workday into smaller blocks of time throughout the morning, afternoon or evening rather than plugging away for eight hours straight. If a problem arises in the evening, 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 colors 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

35% use an Android phone

24% use an iPhone

24% use a BlackBerry

17% other

Internet access

73% of 18- to 29-year-old Americans use their mobile devices to access the Internet compared to

49% of 30- to 49-year-olds and

21% of people over the age of 50

11% of adults own a tablet computer.

33% of adult mobile phone owners used their device to find information online about products while they were in the store.

77% of tablet owners use their device every day and spend an average of 90 minutes using it.

87% of smart phone owners access the Internet with their phone;

68% do so daily.

51% of mobile phone owners get information about local restaurants, bars and clubs from the Internet.

47% get information about local businesses from the Internet.

67% of adult tablet owners use their tablet daily to browse the Internet.

54% of tablet owners use their device to receive email.

Apps

38% of American adults had downloaded an app to their phones, up from **22%** in 2009.



Source: Pew Research Center

