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Marketing Services

always on consumer

THE EVERYTHING TECH

With consumers increasingly connecting with brands on the move across multiple devices, our new research has pinpointed four distinct types of consumer who are Always On and more digitally connected than ever before – Social Butterflies, Working Professionals, Gamers and Everything Tech. This datasheet provides some additional insight on The Everything Tech.

INTERPRETING THE DATA

The typical weekly use figure relates to the percentage of the sampled group that have undertaken an activity/fall into a certain bracket.

The Index shows how a group's behaviour compares to the average index of 100. Over 100 is more likely than average, an index under 100 is less likely than average.

- For example: 33 percent of Everything Tech used a computer at home during the last 7 days to download video. Everything Techs are 78 percent more likely than average to do this week
- Sample size: Sample size for Everything Tech is 772
- Timeframes: All data referenced below is correct as of 1st June 2012

CROSS-PLATFORM ACTIVITIES – INDEX COMPARISONS

Device/platform	Everything Tech	Gamer	Social Butterfly	Working Professional
Home computer	113	109	132	131
Work computer	136	118	160	**184**
Digital tablet	**163**	124	**170**	169
E-Reader	100	85	148	150
Game console	152	**144**	163	125
Magazines	100	91	109	112
Mobile	113	112	112	113
Newspapers	101	93	90	96
MP3 Player	156	126	160	146
Radio	107	98	107	107
TV	101	98	102	103

All groups index similarly for use of mobile.

THE EVERYTHING TECH – KEY BEHAVIOUR: WATCHED VIDEO BY DEVICE

Device used to download/stream video in 7-day period	% who download/ stream video	Index
Home computer	33%	178
Work computer	12%	189
Digital tablet	11%	204
Game console	15%	210
Mobile	23%	318
MP3 Player	6%	272
TV	10%	138

OTHER ACTIVITIES BY DEVICE

Device	Activity	% who conducted	Index
Work Computer/laptop	Music	23%	236
	Social networking	49%	174
	Streaming content	33%	178
Digital tablet	Music	13%	231
	Social networking	14%	207
	Gaming	16%	183
Mobile	Instant messaging	35%	471
	Music	53%	346
	Streaming content	23%	318
	Social networking	43%	287

MOBILE PROFILE

Smartphone usage	% who conducted	Index
Music	21%	219
Downloading apps	31%	204
Downloading ringtones	20%	260
Email	40%	183
Web browsing	36%	183
Picture messaging	35%	178
Gaming	32%	194
GPS/Navigation	27%	208
Downloading videos	20%	284
Downloading songs	17%	255

MOBILE PROFILE

Attitudes towards mobile	% agree	Index
I am more likely to switch mobile phone service providers if they offer the latest in technology	55%	423
I am willing to accept advertisements sent to my mobile phone if I were to receive something of value in exchange	64%	441
I rely on my mobile phone to keep up with news or sports	70%	408
I use information from my mobile phone to decide where to go or what to do in my free time	76%	471
My mobile phone is an expression of who I am	67%	525

SHOPPING HABITS

Attitudes towards clothing	% agree	Index
A designer label improves a person's image	39%	326
Almost every season I buy new clothes in order to keep up with the latest fashions	42%	376
Fashion magazines help me determine what clothes to buy	47%	392
I am usually the first among my friends to try new clothing styles	40%	381
I am willing to spend more than I can really afford, to get the clothes that I want	39%	305
I no longer wear a lot of the clothes I wore a year ago because they have gone out of style	38%	339

SHOPPING HABITS

Attitudes towards shopping/advertising	% agree	Index
Advertising helps me learn about the products companies have to offer	69%	159
I would be interested in receiving advertising on my mobile	57%	982
I am likely to purchase products I see advertised on my mobile phone	60%	882
I am more likely to purchase products I see advertised on a social sharing/networking website	28%	605
I am more likely to purchase products I see used or recommended by friends on social sharing/networking websites	35%	341
I sometimes post ratings or reviews online for other consumers to read	36%	346
I trust product information that I get from social sharing/networking websites more than other sources	27%	573
Social sharing/networking websites are a way for me to tell people about companies and products that I like	39%	324
I am usually the first among my friends to shop at a new store	47%	466
I often go out of my way to find new stores to shop at	41%	451
I like to get a new car every two or three years	45%	357
I prefer to buy things that my friends or neighbours would approve of	48%	387
I'll pay just about anything for an electronic product that I really want	53%	468

LEISURE ACTIVITIES

Leisure activity	% agree	Index
Boxing	14%	331
Football	28%	291
Squash	12%	277

MEDIA CONSUMPTION

Media consumed (on and offline)	% agree	Index
Ticketmaster	78%	307
Personal ad/dating websites	17%	496
Downloading music	43%	244
Downloading podcasts	20%	240
Glossy mag – Fitness	15%	369
Glossy mag – Maxim	14%	246

MEDIA CONSUMPTION

Attitudes towards media	% agree	Index
I cannot resist buying magazines	42%	488
I rely on magazines to keep me informed	60%	433
I enjoy reading ads in magazines	59%	342
I spend less time sleeping because of the internet	55%	419
I spend less time reading magazines in print because of the internet	78%	308

WHAT MAKES EVERYTHING TECH UNIQUE?

Social Butterflies – unique statements	% agree	Index
Magazines are my main source of entertainment	47%	509
Personal ad/dating websites in the last 30 days	17%	496
I rely on magazines to keep me informed	61%	433
I cannot resist buying magazines	42%	488
Most magazines are worth the money	52%	307

DEMOGRAPHIC PROFILE

- Male (45.6%) Female (54.4%)
- Primarily aged between 18-34; 68% of Everything Tech fall into this age bracket
- Only eight percent of Everything Tech attended university
- Live the single lifestyle; 44 percent have never been married and 48 percent live in rented property
- 71 percent of Everything Tech are in full-time or part time employment. Household incomes are average; typically between £30,000 and £50,000