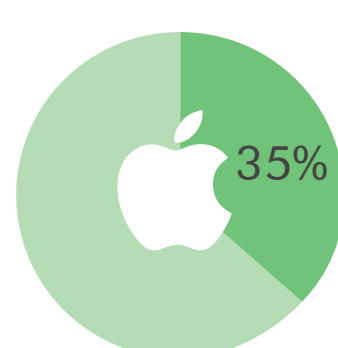
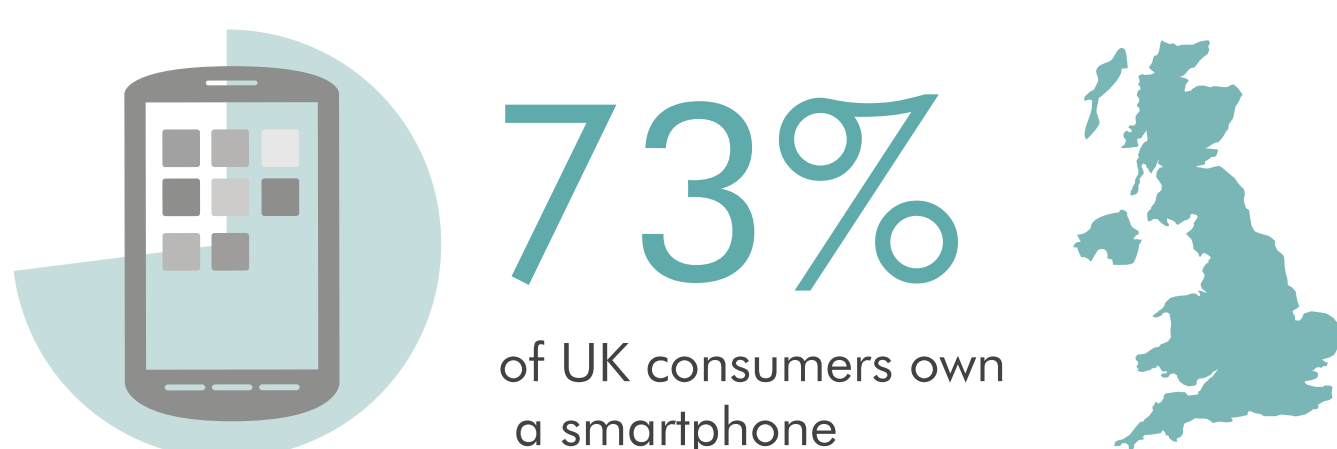
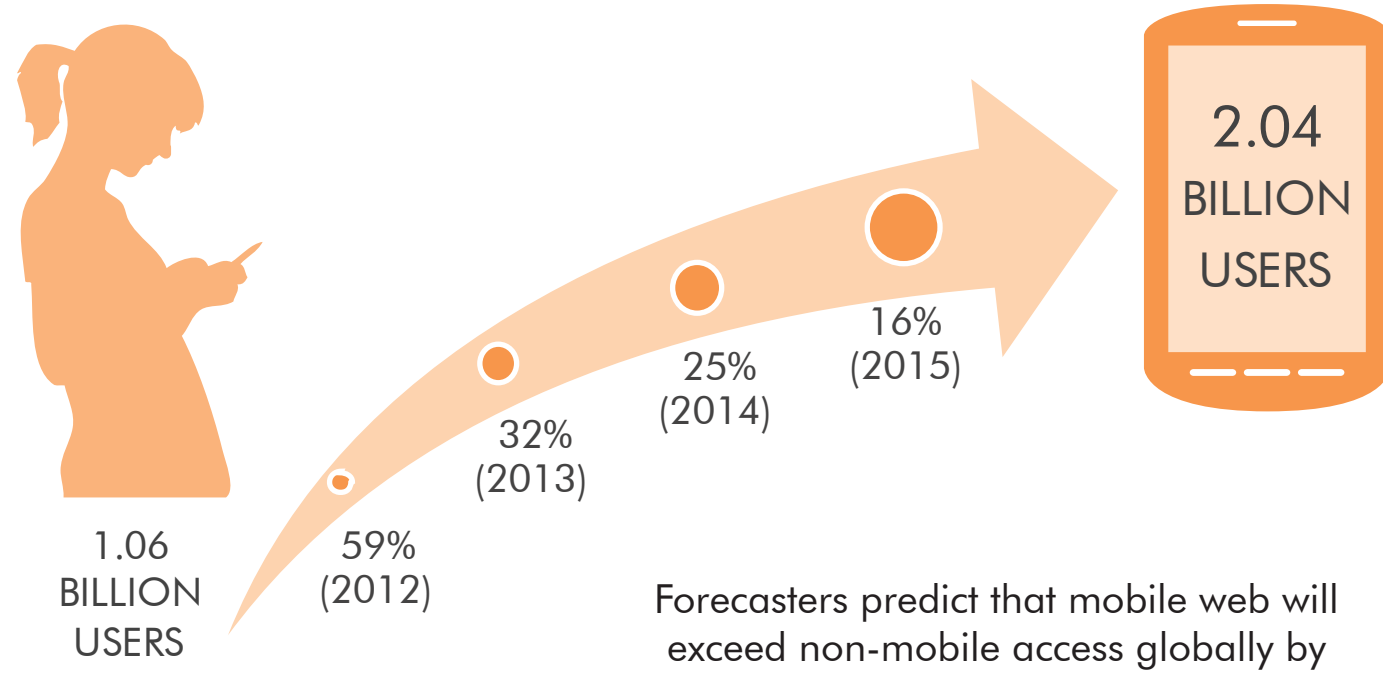


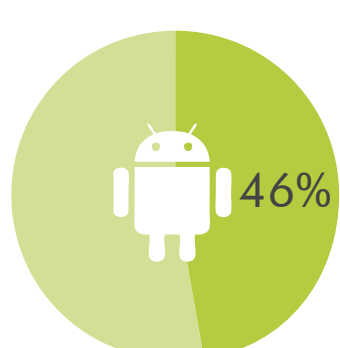


The proliferation of mobile technology has given rise to a new type of consumer in the UK, one who is constantly connected to his or her mobile device.

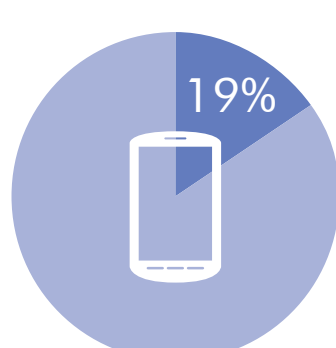
THE NUMBER OF SMARTPHONE USERS HAS DOUBLED OVER THE PAST 3 YEARS.



owns an Apple iPhone

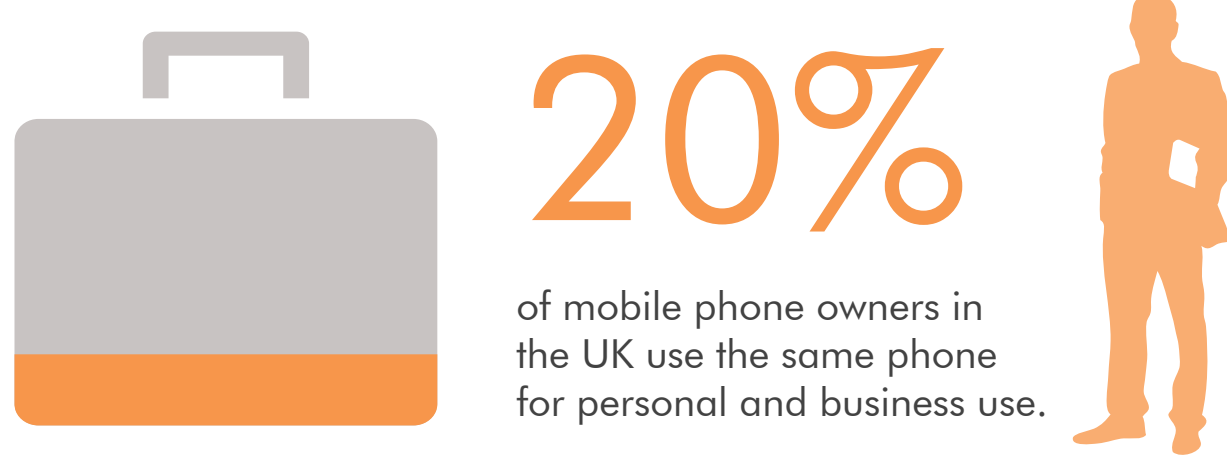


owns an Android Phone

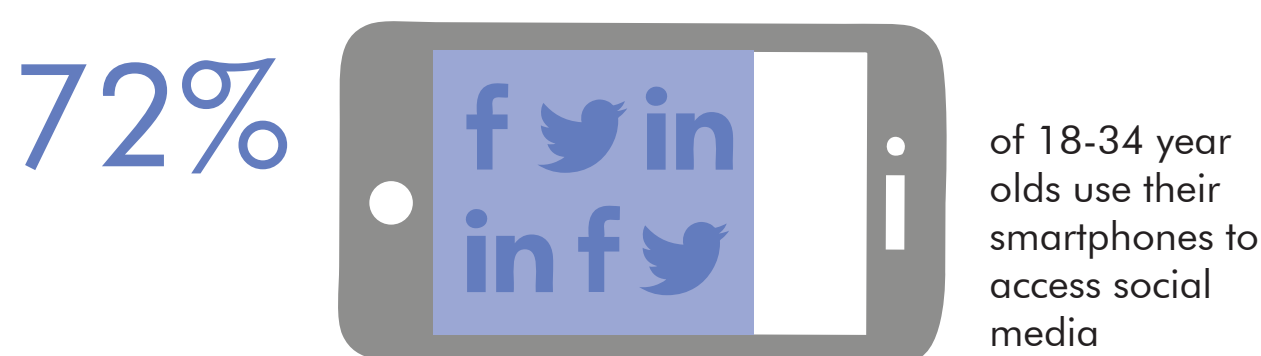
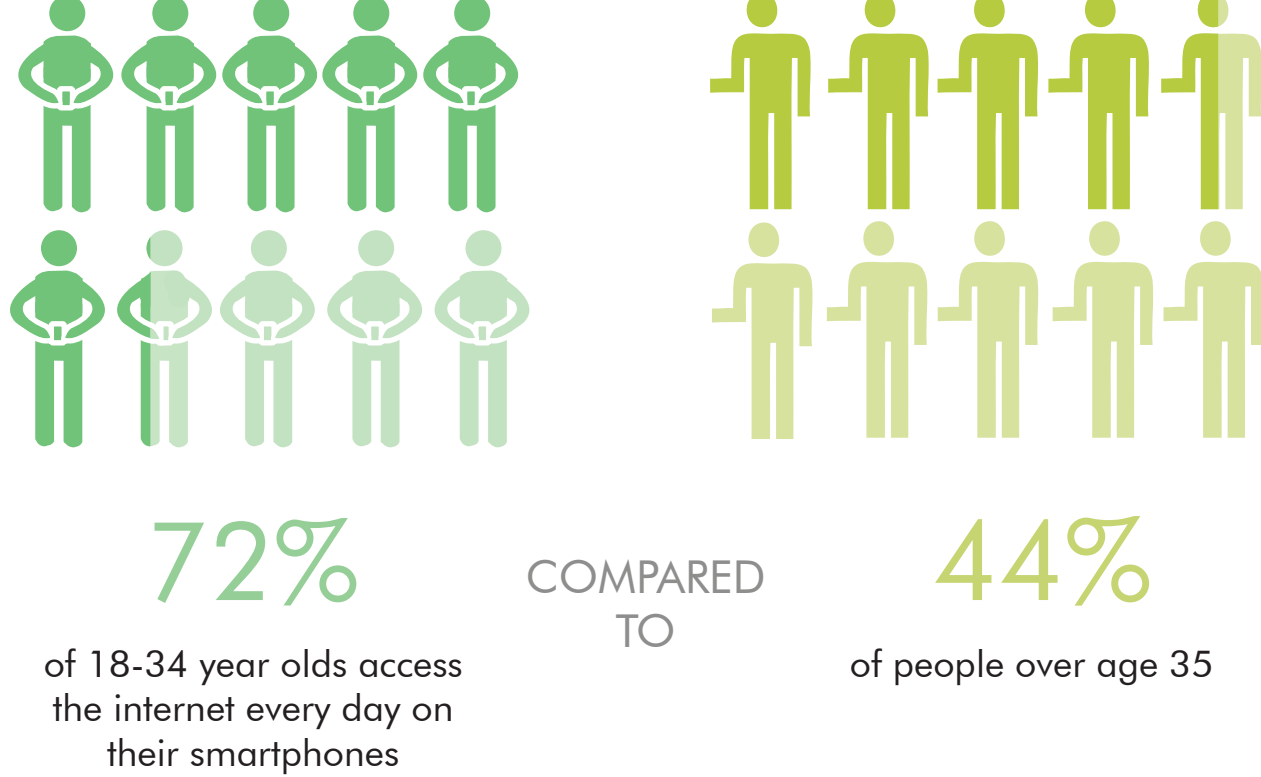


owns another type of smartphone

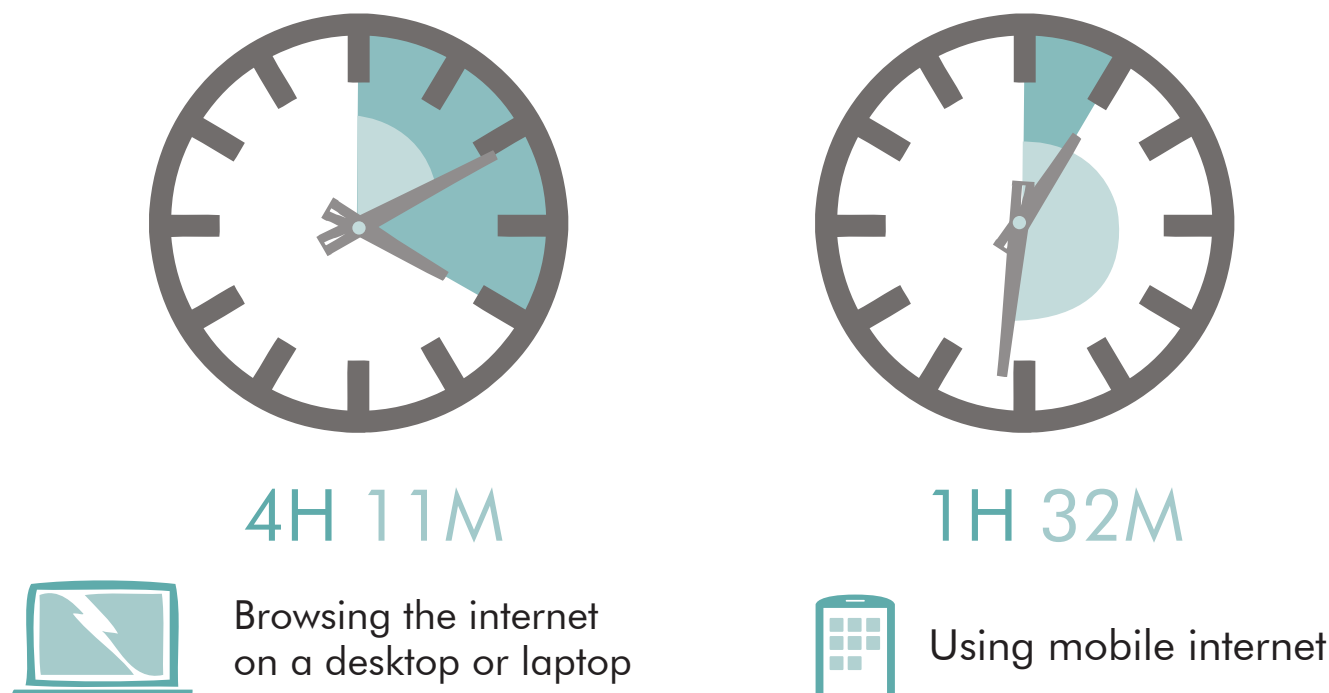
FOR MANY, PERSONAL AND WORK LIVES ARE COLLIDING...



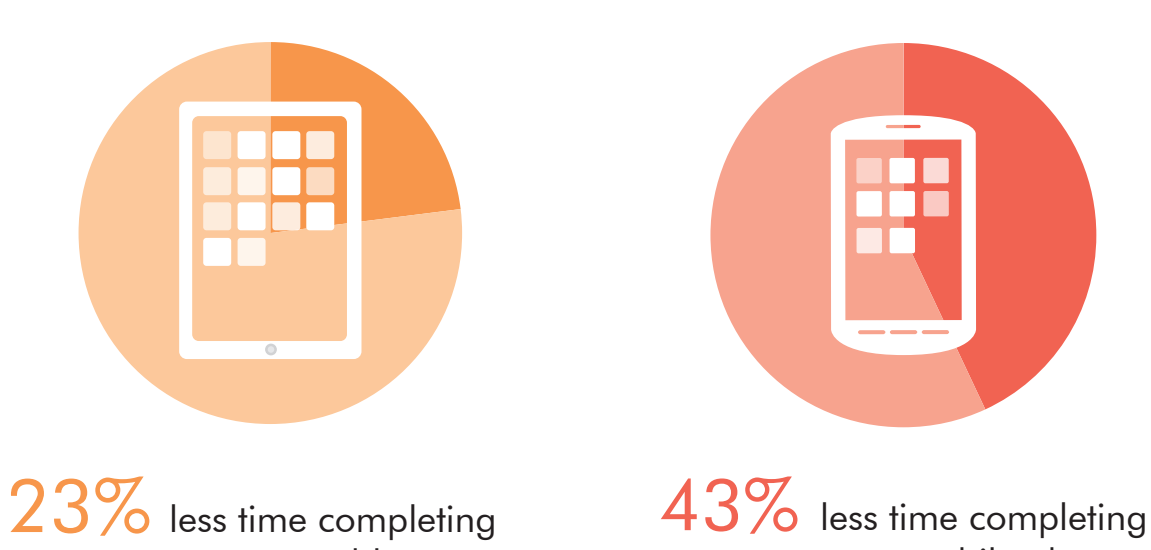
YOUNGER AGE GROUPS ARE USING SMARTPHONES TO ACCESS THE INTERNET AND USE SOCIAL MEDIA APPS NEARLY EVERY DAY



EVERY DAY, THE AVERAGE PERSON IN THE UK SPENDS:



COMPARED TO SURVEYS COMPLETED ON A PC, RESPONDENTS ARE WILLING TO SPEND...



Longer surveys are therefore not suitable for mobile phones

SOURCES

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 Lightspeed GMI Internal Research, Mobile Behavior - UK 2013
 Lightspeed GMI Internal Research, 6 countries - US, UK, BR, MX, SING, AU - November 2013