

Zzzzz... ring, ring.
Phones fast replacing alarm clocks, stand-alone cameras
One in five have used text to set up first date

Mobiles 'remote control for life': Global survey

8% have been dumped by text... ouch!

Three quarters across globe
don't leave home
without mobile phone

Half of Russian mobile
owners would rather
lose their wallet

Remember a world without the mobile phone? Me neither. These small-but-powerful devices are so ubiquitous that by last year, more human beings owned one than did not. Mobile Intelligence expects that figure to leap to 70% of all people by the end of 2010.¹

This sheer volume, coupled with enormous marketing potential that is just starting to be realised, means that marketers need to understand as much as possible about how people use their phones, how they feel about them - and what they want more of.

Synovate surveyed over 8,000 mobile phone owners across 11 markets to find out.

The mobile as a 'remote control' for life

Synovate's global head of media - and master of multi-tasking - Steve Garton, sets the scene. >>MORE

Me, myself and my mobile

To borrow from Amex, most people don't leave home without it. Indeed, the Synovate survey certainly showed how much people depend on their phones. >>MORE

'Alarming' stats on what people do

In an increasingly mobile-literate world, only 37% of respondents agreed they did not know how to use most of the features on their phones - meaning over six in ten are very comfortable with multi-function mobiles. So what are people actually using them for? >>MORE

... and what they want to do

So what features do people want more of? What do people most want to see on their mobiles of the future? We asked. >>MORE

Phone flirt 'n' dirt

Text messaging has undoubtedly changed the way people manage their

5 things brands
could do better on
Twitter
..or why this bird tweets
while flying 

In:fact correspondent Linda Collard gives her take on first impressions and the power of mobile tweeting

Just eight short weeks ago I had no real idea what Twitter was. Sure I had heard of it. I even signed up for it back in May 2008, but no one I knew seemed to be on it then and I felt really odd about inviting friends, so moved on and forgot about it. >>MORE

Curiosities

Risking interrupted sleep, an overall 42% go to bed with their phones nearby. This was topped by 70% of Filipinos and 62% of Malaysians. Least likely to do this were Russian mobile phone owners.

77% of French respondents do not feel excited when their phone rings or beeps for a message. By contrast, 54% of Filipinos and half of all Malaysian mobile owners still get that frisson of pleasure that means someone needs them.

An overall 37% don't know how to use most of the functions on their phones, led by 46% of Taiwanese and 44% of Danes.

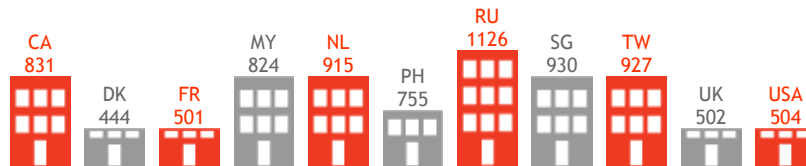
More than a third (36%) of respondents across 11 markets would like to turn their phones off more often, but are worried they

relationships. This survey showed that 31% of people across 11 markets have lied about their whereabouts via text, one in five have set up a first date and 12% have broken up with someone. The 'Dear John' text. Ouch. >>MORE

Statistics are quoted in 'The Tipping Point: one in two humans now carries a mobile phone' by Mike Hanlon on <http://www.gizmag.com/mobile-phone-penetration/8831/>

About the Synovate mobile phones survey

Numbers of mobile phone owners surveyed



The In:fact survey on mobile phones was conducted in June 2009 across 11 markets and over 8,000 urban mobile phone owners. The markets covered are Canada, Denmark, France, Malaysia, the Netherlands, the Philippines, Russia, Singapore, Taiwan, the United Kingdom (UK) and the United States of America (US).

The survey was conducted online in several markets, meaning the respondents are likely to be more tech-savvy than the general population.

will miss something.

Extra! Extra! 🧠

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