

The Mobile Coupons Consumer Survey



... information you can do business with

Table of Contents

Executive Summary

Figure ES.1: Number of Survey Responses Split by Mobile Phone Owners, Coupon Awareness, Receipt and Usage.....	8
Table ES.1: Survey Respondents Split by Mobile Phone Owners, Coupon Awareness, Receipt and Usage.....	8
ES.1 Top Level Findings.....	8
ES.2 Level of Awareness.....	9
Figure ES.2: Unprompted Awareness of Mobile Coupons & Discounts - Split by All, Male & Female (% all mobile phone owners).....	9
Table ES.2: Unprompted Awareness of Mobile Coupons & Discounts - Split by All, Male & Female (% all mobile phone owners).....	9
Figure ES.3: Prompted Awareness of Mobile Coupons Campaigns - Split by All, Male & Female (% all mobile phone owners).....	10
Table ES.3: Prompted Awareness of Mobile Coupons Campaigns - Split by Total, Male & Female (% all mobile phone owners).....	10
ES.3 Redemption Rates for Mobile Coupons Compared to Paper Coupons.....	11
Figure ES.4: Mobile Coupon Redemption Rate - Split by Socio-Economic Group (% mobile phone owners receiving a coupon).....	11
Table ES.4: Mobile Coupon Redemption Rate - Split by Socio-Economic Group (% mobile phone owners receiving a coupon).....	11
ES.4 Prospects for Mobile Coupons and Smart Posters.....	12
Figure ES.5: Would You Subscribe to a Mobile Coupons Service? – Split by Age Group (% all mobile phone owners).....	12
Table ES.5: Would You Subscribe to a Mobile Coupons Service? – Split by Age Group (% all mobile phone owners).....	12
Figure ES.6: Likelihood of Using the Phone to Access Product Information from Smart Posters – Split by Age Group (% all mobile phone owners).....	13
Table ES.6: Likelihood of Using the Phone to Access Product Information from Smart Posters – Split by Age Group (% all mobile phone owners).....	13
Recommendations.....	14

I. Overall Analysis by Gender

I.1 Mobile Phone Ownership.....	15
I.2 Mobile Coupon Awareness.....	15
Table I.1: Unprompted Awareness of Mobile Coupons & Discounts - Split by All, Male & Female (% all mobile phone owners).....	15
Figure I.1: Unprompted Awareness of Mobile Coupons & Discounts - Split by All, Male & Female (% all mobile phone owners).....	16

Figure 1.2: Prompted Awareness of Mobile Coupons Campaigns - Split by All, Male & Female (% all mobile phone owners)..... 17

Table 1.2: Prompted Awareness of Mobile Coupons Campaigns - Split by All, Male & Female (% all mobile phone owners)..... 17

1.3 Mobile Coupon Current Usage 18

Figure 1.3: Have You Ever Received a Mobile Coupon? Split by All, Male & Female (% all coupon aware mobile phone owners) 18

Table 1.3: Have You Ever Received a Mobile Coupon? Split by All, Male & Female (% all coupon aware mobile phone owners)..... 18

Figure 1.4: Type of Mobile Coupon Received (bar code/SMS/mobile web/app/Bluetooth) - Split by All, Male & Female (% all receiving a mobile coupon)..... 19

Table 1.4: Type of Mobile Coupon Received (bar code/SMS/mobile web/app/Bluetooth) – Split by All, Male & Female (% all receiving a mobile coupon)..... 19

Figure 1.5: Mobile Coupon Redemption Rate - Split by All, Male & Female (% all receiving a mobile coupon)..... 20

Table 1.5: Mobile Coupon Redemption Rate - Split by All, Male & Female (% all receiving a mobile coupon)..... 20

Figure 1.6: Mobile Coupon Redemption by Type of Retail Location – Split by All, Male & Female (% all redeeming a mobile coupon) 21

Table 1.6: Mobile Coupon Redemption by Type of Retail Location – Split by All, Male & Female (% all redeeming a mobile coupon)..... 21

1.4 Future Usage Prospects for Mobile Coupons & Smart Posters 22

Figure 1.7: Would You Subscribe to a Mobile Coupons Service? – Split by All, Male & Female (% all mobile phone owners)..... 22

Table 1.7: Would You Subscribe to a Mobile Coupons Service? – Split by All, Male & Female (% all mobile phone owners)..... 22

Figure 1.8: Likelihood of Using the Phone to Access Product Information from Smart Posters – Split by All, Male & Female (% all mobile phone owners)..... 23

Table 1.8: Likelihood of Using the Phone to Access Product Information from Smart Posters – Split by All, Male & Female (% all mobile phone owners)..... 23

2. Analysis by Socio-Economic Group

2.1 Mobile Phone Ownership 25

Table 2.1: Definition of Socio-Economic Groups..... 25

Figure 2.1: Mobile Phone Ownership Split by Socio-Economic Group (% group) 26

Table 2.2: Mobile Phone Ownership Split by Socio-Economic Group (% group) 26

2.2 Mobile Coupon Awareness 27

Figure 2.2: Unprompted Awareness of Mobile Coupons & Discounts - Split by Socio-Economic Group (% all mobile phone owners) 27

Table 2.3: Unprompted Awareness of Mobile Coupons & Discounts - Split by Socio-Economic Group (% all mobile phone owners)..... 27

Figure 2.3: Prompted Awareness of Mobile Coupons Campaigns - Split by Socio-Economic Group (% all mobile phone owners) 28

Table 2.4: Prompted Awareness of Mobile Coupons Campaigns - Split by Socio-Economic Group (% all mobile phone owners)..... 28

2.3 Mobile Coupon Current Usage 29

Figure 2.4: Have You Ever Received a Mobile Coupon? Split by Socio-Economic Group (% all coupon aware mobile phone owners).....29

Table 2.5: Have You Ever Received a Mobile Coupon? Split by Socio-Economic Group (% all coupon aware mobile phone owners)29

Figure 2.5: Type of Mobile Coupon Received (bar code/SMS/mobile web/app/Bluetooth) - Split by Socio-Economic Group (% all receiving a mobile coupon).....30

Table 2.6: Type of Mobile Coupon Received (bar code/SMS/mobile web/app/Bluetooth) – Split by Socio-Economic Group (% all receiving a mobile coupon).....30

Figure 2.6: Mobile Coupon Redemption Rate - Split by Socio-Economic Group (% all receiving a mobile coupon)31

Table 2.7: Mobile Coupon Redemption Rate - Split by Socio-Economic Group (% all receiving a mobile coupon)31

Figure 2.7: Mobile Coupon Redemption By Type of Retail Location – Split by Socio-Economic Group (% all redeeming a mobile coupon).....32

Table 2.8: Mobile Coupon Redemption By Type of Retail Location – Split by Socio-Economic Group (% all redeeming a mobile coupon)32

2.4 Future Usage Prospects for Mobile Coupons & Smart Posters.....33

Figure 2.8: Would You Subscribe to a Mobile Coupons Service? – Split by Socio-Economic Group (% all mobile phone owners).....33

Table 2.9: Would You Subscribe to a Mobile Coupons Service? – Split by Socio-Economic Group (% all mobile phone owners)33

Figure 2.9: Likelihood of Using the Phone to Access Product Information from Smart Posters – Split by Socio-Economic Group (% all mobile phone owners).....34

Table 2.10: Likelihood of Using the Phone to Access Product Information from Smart Posters – Split by Socio-Economic Group (% all mobile phone owners).....34

3. Analysis by Age Group

3.1 Mobile Phone Ownership 37

Figure 3.1: Mobile Phone Ownership Split by Age Group (% group).....37

Table 3.1: Mobile Phone Ownership Split by Age Group (% group)37

3.2 Mobile Coupon Awareness..... 38

Figure 3.2: Unprompted Awareness of Mobile Coupons & Discounts - Split by Age Group (% all mobile phone owners).....38

Table 3.2: Unprompted Awareness of Mobile Coupons & Discounts - Split by Age Group (% all mobile phone owners).....38

Figure 3.3: Prompted Awareness of Mobile Coupons Campaigns - Split by Age Group (% all mobile phone owners).....39

Table 3.3: Prompted Awareness of Mobile Coupons Campaigns - Split by Age Group (% all mobile phone owners).....39

3.3 Mobile Coupon Current Usage..... 40

Figure 3.4: Have You Ever Received a Mobile Coupon? Split by Age Group (% all coupon aware mobile phone owners).....40

Table 3.4: Have You Ever Received a Mobile Coupon? Split by Age Group (% all coupon aware mobile phone owners)40

Figure 3.5: Type of Mobile Coupon Received (bar code/SMS/mobile web/app/Bluetooth) - Split by Age Group (% all receiving a mobile coupon).....41

Table 3.5: Type of Mobile Coupon Received (bar code/SMS/mobile web/app/Bluetooth) – Split by Age Group (% all receiving a mobile coupon) 41

Figure 3.6: Mobile Coupon Redemption Rate - Split by Age Group (% all receiving a mobile coupon)..... 42

Table 3.6: Mobile Coupon Redemption Rate - Split by Age Group (% all receiving a mobile coupon) 42

Figure 3.7: Mobile Coupon Redemption By Type of Retail Location – Split by Age Group (% all redeeming a mobile coupon) 43

Table 3.7: Mobile Coupon Redemption By Type of Retail Location – Split by Age Group (% all redeeming a mobile coupon)..... 43

3.4 Future Usage Prospects for Mobile Coupons & Smart Posters 44

Figure 3.8: Would You Subscribe to a Mobile Coupons Service? – Split by Age Group (% all mobile phone owners) 44

Table 3.8: Would You Subscribe to a Mobile Coupons Service? – Split by Age Group (% all mobile phone owners)..... 44

Figure 3.9: Likelihood of Using the Phone to Access Product Information from Smart Posters – Split by Age Group (% all mobile phone owners) 45

Table 3.9: Likelihood of Using the Phone to Access Product Information from Smart Posters – Split by Age Group (% all mobile phone owners) 45

4. Analysis by Working Status

4.1 Mobile Phone Ownership 47

Figure 4.1: Mobile Phone Ownership Split by Working Status (% group) 47

Table 4.1: Mobile Phone Ownership Split by Working Status (% group)..... 48

4.2 Mobile Coupon Awareness 48

Figure 4.2: Unprompted Awareness of Mobile Coupons & Discounts - Split by Working Status (% all mobile phone owners)..... 48

Table 3.2: Unprompted Awareness of Mobile Coupons & Discounts - Split by Working Status (% all mobile phone owners)..... 49

Figure 4.3: Prompted Awareness of Mobile Coupons Campaigns - Split by Working Status (% all mobile phone owners) 49

Table 4.3: Prompted Awareness of Mobile Coupons Campaigns - Split by Working Status (% all mobile phone owners) 50

4.3 Mobile Coupon Current Usage 50

Figure 4.4: Have You Ever Received a Mobile Coupon? Split by Working Status (% all coupon aware mobile phone owners) 51

Table 4.4: Have You Ever Received a Mobile Coupon? Split by Working Status (% all coupon aware mobile phone owners)..... 51

Figure 4.5: Type of Mobile Coupon Received (bar code/SMS/mobile web/app/Bluetooth) - Split by Working Status (% all receiving a mobile coupon) 52

Table 4.5: Type of Mobile Coupon Received (bar code/SMS/mobile web/app/Bluetooth) – Split by Working Status (% all receiving a mobile coupon) 52

Figure 4.6: Mobile Coupon Redemption Rate - Split by Working Status (% all receiving a mobile coupon)..... 53

Table 4.6: Mobile Coupon Redemption Rate - Split by Working Status (% all receiving a mobile coupon)..... 53

Figure 4.7: Mobile Coupon Redemption by Type of Retail Location – Split by Working Status
(% all redeeming a mobile coupon).....54

Table 4.7: Mobile Coupon Redemption by Type of Retail Location – Split by Working Status
(% all redeeming a mobile coupon).....54

4.4 Future Usage Prospects for Mobile Coupons & Smart Posters..... 55

Figure 4.8: Would You Subscribe to a Mobile Coupons Service? – Split by Working Status (%
all mobile phone owners).....55

Table 4.8: Would You Subscribe to a Mobile Coupons Service? – Split by Working Status
(% all mobile phone owners).....55

Figure 4.9: Likelihood of Using the Phone to Access Product Information from Smart Posters –
Split by Working Status (% all mobile phone owners).....56

Table 4.9: Likelihood of Using the Phone to Access Product Information from Smart
Posters – Split by Working Status (% all mobile phone owners).....56

Appendix: Survey Details
