## Mobile In-Store Research

How in-store shoppers are using mobile devices

of smartphone owners are 'smartphone shoppers'

of these shoppers use their phone to help shop while in a store

in-store smartphone use by category

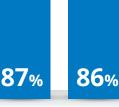


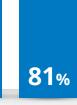














**Appliances** 

Grocery

**Baby Care** 

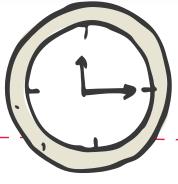
**Electronics** 

Household

Health & Beauty

**Apparel** 

is the average time smartphone shoppers minutes use their phones in-store



Shoppers who use mobile more, buy more

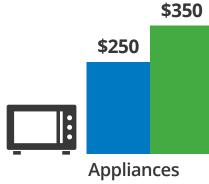
Smartphone Shoppers

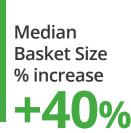
■ Frequent Smartphone Shoppers





Median **Basket Size** % increase





Consumers choose search as their #1 in-store resource to help make purchase decisions

