

MOBILE ELITE 2013

The Exploding Influence of Mobile Technology

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In September 2013, CNBC commissioned Mobile Elite 2013. Fieldwork was carried out by independent research agency T-Poll, and is the fourth in a series of surveys involving over 1,750 European executive interviews to date. The survey focuses on how the mobile technology revolution is affecting businesses, the explosion of multiple device ownership, changing behaviour of mobile and tablet users, and the impact of social media in a business context.

Technology change

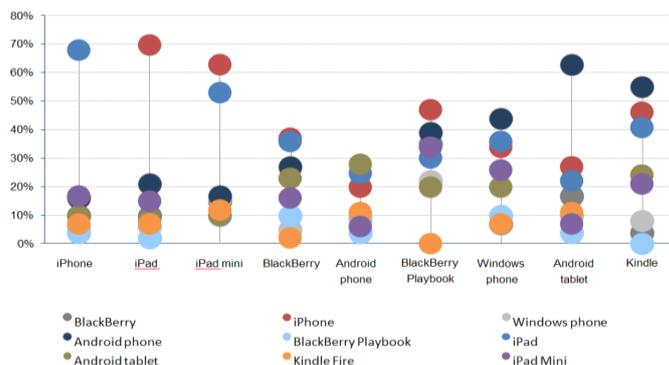
Mobile Elite 2013 reveals renewed confidence among European executives as they strive to stay in touch with technology developments. Almost three quarters agree that they are keeping up with change within their sector, compared to only 55% at the start of the mobile revolution in 2011. One of the key challenges emerging from the 2013 results is the need for business to 'step up to keep up'. Less than 4 in ten European executives feel that their companies are keeping up with technology change, and for a significant proportion, the mobile technology they use at home is more advanced than the technology used at work. The huge influence of mobile technology on industries, sectors, work styles, lifestyle, and the way we think and act is now being recognised. Mobile technology has changed the way we live and work, with 68% agreeing that life is 'easier', and 64% claiming their lives are more productive and enjoyable. More significantly, half of all European executives agree that mobile technology has 'more influence on global change than countries, governments or corporations'.

Device ownership and functions used

Europe's mobile elite continue to embrace the latest gadgets and devices, with 9 in ten claiming to own a mobile device (increasing from 83% last year). Apple ownership has slowed in 2013 since the significant increase for iPad and iPhone between 2011 and 2012. This year, 46% claim to own an iPad (increasing from 42% in 2012) whilst iPhone ownership bumps up marginally from 41% to 44% in 2013, and 12% claimed to own an iPad mini. Android smartphones registered the strongest year on year growth among Europe's elite increasing from 28% in 2012 to 35% in 2013, a four -fold increase since 2010. Bad news continues for RIM with Blackberry ownership falling from 23% in 2012 to 19% in 2013 (back to 2010 levels).

Multiple device ownership is high among Europe's elite with an average of x3 devices now owned in the home. Brand loyalty levels are also high with almost two thirds claiming to 'stick with the brands they know'. This is particularly true for Apple when it comes to either a replacement, or purchasing a second or third device. For example, of all those owning an iPhone in 2013, 68% also claimed to own an iPad and 17% an iPad mini (Figure 1).

Figure 1: Multiple device ownership



Source: Mobile Elite 2013

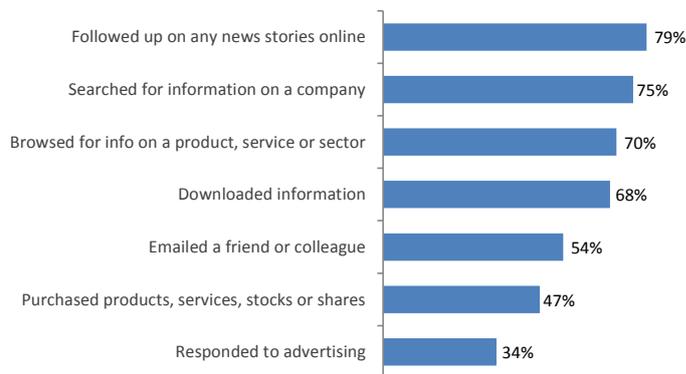
Base: All owners of each device

Tablets in focus

Tablet devices are now common place in the home with almost 8 in ten European executives either currently owning a tablet at home, or intending to purchase one in the next 12 months. The ease of passing around a tablet is its key USP and sharing within the family unit has increased further in 2013. Sharing with their partner has grown from 37% in 2011, to 59% in 2013, whilst sharing with children has grown from 30% to 39% year on year.

Multitasking while using tablets has also continued to increase year on year with TV at the core. 75% claim to watch TV at the same time as using their tablet, and 9 in ten of these consumers are taking some form of action on their tablet as a result of seeing TV content, including a third responding to TV advertising (see Figure 2). Tablets are now fully integrated into our work and social lives with 72% claiming to use their tablets for both work and leisure, increasing from 39% in 2011.

Figure 2: Action taken on tablet as a result of seeing TV content



Source: Mobile Elite 2013

Base: All respondents watching TV while using tablets

91% of Europe's elite now take their tablets with them while travelling (increasing from 87% in 2012) with 6 in ten taking it with them when travelling on both business and leisure. Whilst the tablet remains the perfect coffee table accessory at home, it continues to establish itself as an important office companion. Two thirds of Europe's elite now consider tablets to be a 'useful business tool', increasing from 39% in 2011 and 59% in 2012.

Tablet and mobile differentiation

Europe's elite use both tablets and mobiles for a wide range of business and leisure related content and features. The top scoring features for tablets include 'business and financial information' (72%), 'web browsing' (70%), 'news updates' (70%), 'email' (69%) and 'reading newspapers/magazines' (69%). Top mobile features and functions differ slightly, with email scoring highest (79%), followed by business and finance (72%), web browsing (70%), news updates (70%) and GPS (69%).

Leisure activities such as watching TV and videos, reading magazines, gaming, books and shopping all score higher for tablets whilst music, email, GPS, taking photos, recording videos etc. score higher for mobile. Content accessed on tablets and mobiles is largely determined by information needs at a particular time but there are two clear factors that influence which device to turn to:

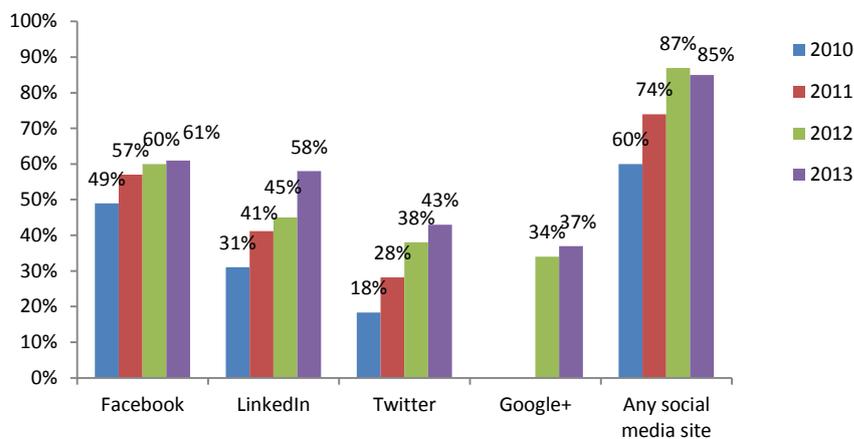
1. Timing: Europe's elite use tablets more in the evening and at weekends, and this has remained unchanged since last year. On the other hand, mobile usage has increased across all day parts in 2013 and the user pattern is almost flat and saturated throughout weekdays and weekends. Different types of content and features tend to be consumed at different times. Sending emails (the highest scoring feature for mobiles) scores highly across all day parts measured, and perfectly matches the user pattern of mobile devices. On the other hand many leisure features used such as reading books, playing games, shopping and watching TV and videos have identical day part user patterns to tablet devices.

2. **Functionality:** The size of the screen on tablets creates a more engaging experience for the user compared to smaller mobile devices. Consequently, tablets achieve higher scores for many imagery and leisure features and functions, whilst the portability of mobile lends itself to more instant, on the move functions such as email, taking photos and GPS.

Europe's networked elite

Membership of social network sites has reached a plateau for Europe's networked elite in 2013 with 85% claiming to be a member of at least one network, dropping slightly from 87% in 2012. After consistent year on year growth between 2010 and 2012, Facebook has now stabilised at 61% (vs. 60% in 2012). LinkedIn membership increased dramatically from 45% in 2012 to 58% in 2013 and has closed the gap on Facebook (see Figure 3). Twitter also increased from 38% in 2012 to 43% in 2013. Growth for Twitter and LinkedIn is partly being driven by the increase in take up among existing Facebook users. In fact, 40% of Facebook, LinkedIn and Twitter users are now connected to all three sites and this has doubled since 2011 (19%).

Figure 3: Member of social networking sites (Top 4)



Source: Mobile Elite 2010-2013

Base: All respondents

In 2013, 58% claim to use social media for business purposes, increasing from 53% in 2012. Top scoring actions include: 'interacting with clients and customers' (31%), 'building corporate reputation' (29%), 'building brand presence among social network communities' (27%) and a tool to 'help increase company website traffic' (23%). Actions increasing in the last 12 months include building corporate reputation, recruitment and tracking industry trends.

As the level of understanding of social media continues to improve, European executives are forming clearer views on its commercial value. There is a steadily growing minority who consider social media to be 'essential' for their business activities (13% in 2013 vs. 11% in 2010). On the other hand, views on the usefulness of social media in business are shifting from 'useful but not essential' (which represented the majority in 2010) to 'neither useful nor essential' which now represents the bulk of opinion.

Although membership levels of the main social media sites have grown, between 2012 and 2013, attitudes towards these networks have changed. The perceived effect of associating with Facebook, LinkedIn, Twitter or Google+ on 'brand image' through advertising, sponsorship or other promotions has fallen slightly for all sites year on year, and this is particularly true for Twitter.

Each network continues to deliver unique brand strengths in 2013, with Facebook scoring highest among users for 'mainly for leisure use' (75%), LinkedIn for 'useful business tool' (54%), 'useful recruitment tool' (41%), 'respected brand' (36%) and 'trustworthy' (31%). Twitter scores highest for 'useful marketing tool' (28%) and 'use for both work and leisure' (32%).

All attributes for the main social media brands declined year on year, with the exception of Facebook, increasing for 'mainly for leisure use' from 73% to 75% year on year. Of all statements measured, Twitter registered the greatest year on year decline for 'trustworthy' among users of each falling from 38% to 15%. Twitter also registered the highest drop for 'respected brand' falling from 42% to 25%.

Summary

Although three quarters of European business executives believe that they are keeping up with technology change within their sector, less than four in ten feel that their companies are keeping up. Use of multiple mobile devices in the home, on the move, and at work is now common place among Europe's elite, and social media is part of their everyday lives. Tablets are now fully integrated into their work and home lives and in terms of social media, after consistent year-on-year growth, Facebook membership stabilised in 2013 at 61%. LinkedIn membership increased dramatically closing the gap on Facebook, and Twitter increased from 38% in 2012 to 43% in 2013. Whilst Europe's elite are actively using social media within their businesses, there is still mixed views on the real value of social media in a work context.

