



New Yahoo! Mobile/Razorfish Study Finds Smartphones Are Most Popular Home Device, and Growing Scapegoat in Many Social Situations

SUNNYVALE, Calif.--(BUSINESS WIRE)-- In an always-on, connected world with a surplus of new devices fit for every function, location and context it's no surprise that mobile phones are helping people multi-task and even duck out of awkward situations. A recent Yahoo! Mobile/Razorfish study reveals interesting gender differences in usage and ranks the smartphone as the highest rated device in the home with 75% of votes.

The more than 2,000 U.S. respondents that participated in the study were asked questions on their multi-tasking habits and device preferences, bringing to light some interesting trends and valuable insights.

- **Mobile phone scapegoat:** The study found 52% of consumers use their mobile device to escape awkward situations. Women are more likely to use their phone as an excuse than men.
- **No need to stop & ask for directions:** Overall men (59%) are using their web-enabled mobile devices most frequently for navigational purposes.
- **Are you ready for some football?:** Men were almost twice as likely to say that checking their mobile for sports news causes arguments with their significant other (29%) compared to women (17%).
- **Smartphone is the new fact checker:** 58% of men are 'fact checking' on their mobile web browser while at a live sporting event, with nearly half (47%) checking out scores of other games and players.
- **Did you see that?:** An overwhelming 90% said that multi-tasking on their smartphone (while watching live TV & commercials) was to communicate with others (via text or phone).
- **Laptop vs. tablet:** Over three quarters (77%) of content searched for on laptop/desktop devices while watching TV is **NOT** related to the show they are watching. However, over half (57%) of people multi-tasking on tablets are searching for related content.
- **The more inquisitive female:** Young women are the prime demographic to surf the Internet related to what they're watching (65% of women under the age of 35, compared to 47% of men of the same age).
- **The gender divide:** Men are more likely to use their mobile device as a functional, all- in-one tool; whereas women are more likely to use it as an extension of the traditional phone, to update and connect with friends across their social networks on the go.
- **Mobile shopping is a man's world:** Online purchases on smartphones are more popular with men (70% under 35 years) than with women (64% under 35 years).

According to Yahoo! Shopping the top searched mobile phones are:

1. iPhone 4s
2. Samsung Galaxy s2
3. Samsung Galaxy Nexus
4. Motorola Razr
5. Nokia n9

For more information about the Yahoo!/Razorfish study, go to: [Forget Mobile - Think Multiscreen](#)

To learn more about Yahoo! Mobile, check out [mobile.yahoo.com](#) and [ymobileblog.com/blog](#). Search for "Yahoo!" in the iTunes App Store or Android Market to discover industry-leading apps, such as [Livestand](#), [IntoNow](#), [Yahoo! Messenger](#), [MarketDash](#), [Flickr](#), [Sportacular](#) and dozens [more](#). With more than 100 mobile partnerships, you can find your favorite Yahoo! experiences on nearly every mobile device and platform.

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