

IMPORTANCE OF MOBILE WEBSITES



OVER 156 MILLION

smartphone owners in the U.S.
- 65% mobile market penetration

65%

OVER 82 MILLION

tablet owners in the U.S.

82 MILLION

90%

of American adults have a cell phone

58%

of American adults have a smartphone

56%

ON THE GO:
56% of searches have local intent

51%

IN-STORE:
51% of searches have local intent

78%

78% of mobile local searches end in a purchase

64% OF SMARTPHONE USERS

EXPECT WEBSITES TO LOAD **IN 4 SECONDS OR LESS**, WHILE THE AVERAGE WEBSITE TAKES MORE THAN TWICE THAT AMOUNT, AT 9 SECONDS

4.0
SEC

9.0
SEC

61%

of mobile users will look at a webpage for **5 seconds** or less when determining whether to use it

50%

of users will use a site less or not return if it is not effective on mobile

8%

are Mobile only

56%

of consumers are in the 'multi-platform majority'

36%

Desktop only

46%

of consumers won't return to a webpage if it didn't load properly on their mobile device

61%

of people have a better opinion of brands that offer a good mobile experience

Top 100 Multichannel Retailers' Average Load Speed on a Smartphone

number of seconds to access the homepage using an iPhone 4
November 2013

~5
SEC

Average

2.90
SEC

Companies (91) using a dedicated mobile site

8.42
SEC

Companies (1 only) using responsive web design

6.57
SEC

Companies (9) using only a desktop site

1 IN 3 SEARCHES ON SMARTPHONE

...occur right before consumers visit a store

