



New 1020 Placecast Survey Shows 42% of 18-34 Year-Old Cell Phone Owners are Interested in Receiving Location Based Advertising Specials, Provided They Opt-In for Such Alerts

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San Francisco, CA- ([PRWEB](#)) October 15, 2009 -- American consumers are interested in receiving opt-in marketing messages, according to a new survey commissioned by San Francisco-based 1020 Placecast and conducted by Harris Interactive®. The survey of 2,029 adults, ages 18 and older, measured cell phone owner preference levels and receptivity for opt-in mobile marketing messages from brick-and-mortar businesses.

The results found that 42% of 18 to 34 year old cell phone owners and 33% of 35 to 44 year olds are at least somewhat interested in receiving alerts about sales on their cell phones from their favorite establishments. Men are more interested than women; 51% of men ages 18 to 34, and 34% of women of the same age range who own cell phones, are at least somewhat interested in receiving opt-in shopping alerts on their cell phones.

Food, entertainment and consumer products top the list of categories

Only 1% cell phone owners currently receive alerts about sales at their favorite establishments on their phones, yet 26% would be at least somewhat interested in receiving such alerts, assuming they were permission-based.

Of those interested in receiving alerts, 53% would be at least somewhat interested in being notified about restaurant specials around them.

About 2-in-5 of these adults would like to receive alerts about sales for:

Movie/event tickets (43%)

Weather information (39%)

Clearance or liquidation sales (37%)

About another 3-in-10 of these adults would want to be alerted about:

Pizza (31%)

Clothes (30%)

Fast food (27%)

About one quarter would want to be notified about:

Electronics (25%)

Music (24%)

Happy hour specials or bar and night club offers (21%).

Impulse Shopping among cell phone owners

The survey found that marketers have a substantial opportunity to influence impulse purchasers. In fact, about 9-in-10 U.S. adults have made an impulse purchase when they were out shopping in a store based on a sale or



special going on around where they were. Nearly a quarter of adults owning cell phones (22%) make this type of impulse purchase at least once per week or more often. Among women with cell phones ages 18 to 44, 27% report making at least one impulse purchase a week; among men 18 - 34, this number rises to 31%.

According to Kathryn Koegel of Primary Impact Research, "Many American consumers have their mobile devices with them all day long, including when they are shopping. Reaching a receptive audience that has indicated they are interested presents a big opportunity to influence impulse purchases, particularly with younger audiences."

Percentage of adults who make impulse purchases while shopping:

Note: The base for the percentages in the chart above is actually: Cell phone owners (n=1,725) Please revise this accordingly.

Households with Children

Among cell phone owners in households with children under 18, 37% are at least somewhat interested in receiving opt-in alerts on their mobile phones. This number rises to 44% in households with children under age 6.

"Opt-in mobile marketing has an enormous potential if done responsibly and is specifically focused on the stores/restaurants that matter to each consumer," said Alistair Goodman CEO of 1020 Placecast. "There is an opportunity to design an opt-in service for consumers that alerts them about the brands they are interested in when they are near that brand's physical location."

The survey forms part of a larger body of research work entitled, "The Alert Shopper" (<http://blog.placecast.net>) which is focused on understanding consumer attitudes towards mobile marketing messages.

For more information about Placecast, visit www.placecast.net.

About the survey:

This survey was conducted online within the United States by Harris Interactive on behalf of Placecast from July 20 to 22, 2009 among 2,029 adults ages 18 and older, of whom 1,725 own a cell phone. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact alisa@vsconconsulting.com.

About Harris Interactive

Harris Interactive® is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive® serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit www.harrisinteractive.com.

About 1020 Placecast, Inc.

1020, Inc. is the developer and owner of Placecast Media, the first location-based platform specifically designed to use digital marketing on the web and mobile to drive consumers into physical environments.



1020's groundbreaking Placecast service recently earned the company the OnMedia Top 100 Award, given to game-changing companies in the marketing, branding, advertising, and PR industries. Current partners include NAVTEQ and Alcatel-Lucent, and current advertisers include Microsoft Windows Mobile, FedExOffice, Avis and Budget Rental Cars and Hyatt Hotels. 1020 is funded by Voyager Capital and Onset Ventures.

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