plaxo

July 19, 2011

MOBILE, ADDRESS BOOK, & BACKUP TRENDS STUDY

OBJECTIVES

- To understand smartphone storage behavior and use of online backup tools

- Explore how people are interacting with their address book/contact information
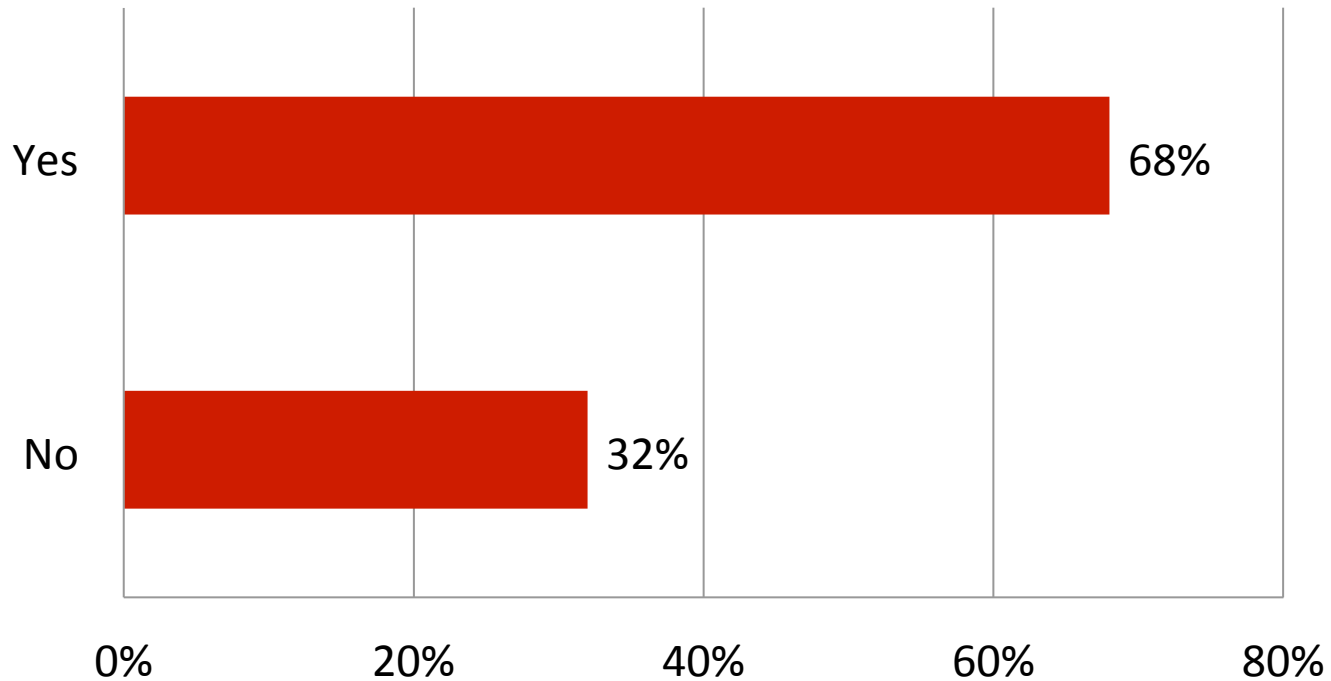
METHODOLOGY

- Web-based survey deployed using MarketTools
  - 6-10 minutes in length
  - Live June 17-20, 2011
- Panel participants invited via MarketTools; 1,056 respondents who met the following criteria finished the survey:
  - Smartphone owners in the United States
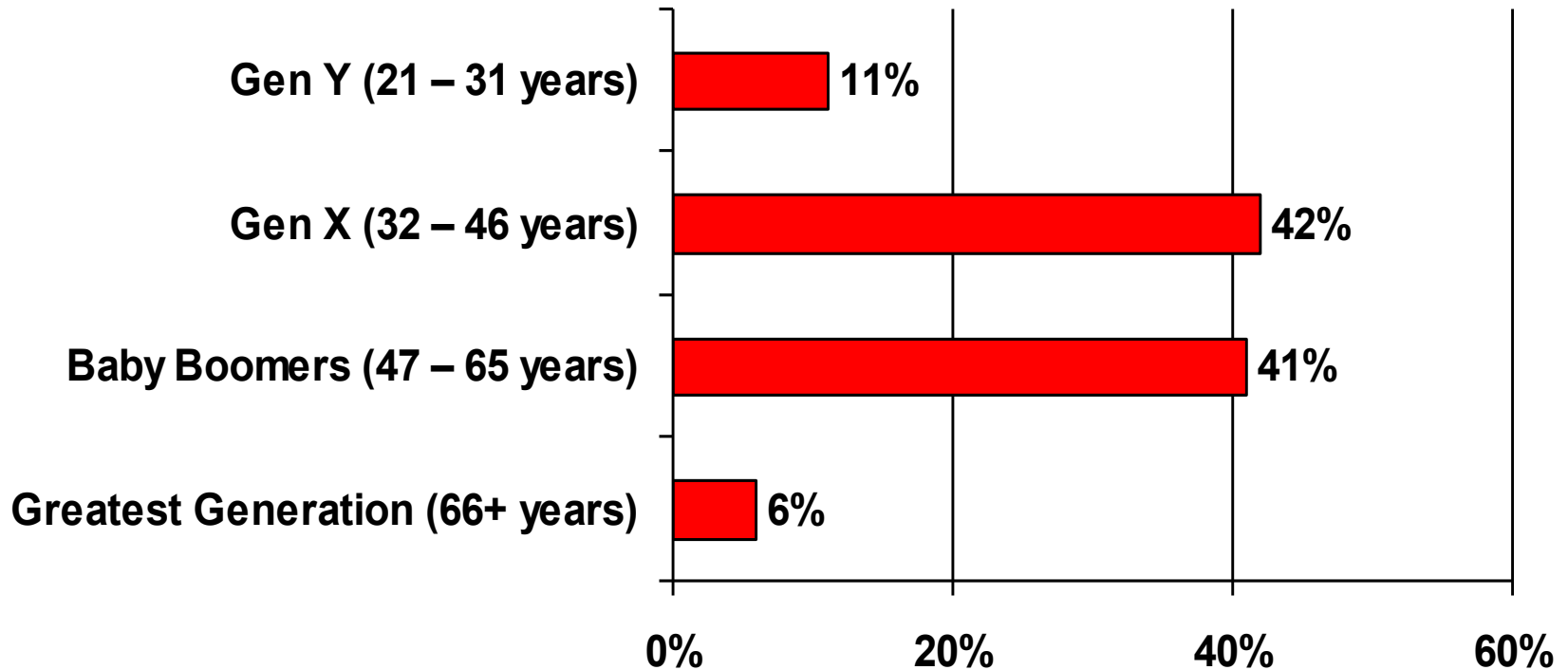 - 21 years old +

DEMOGRAPHICS

More than 2/3 backup on PC

Do you back up the data on your personal computer?

Yes	68%
No	32%

0% 20% 40% 60% 80%

Gen X & Baby Boomers strongly represented

What is your current age?

- Gen Y (21 – 31 years): 11%
- Gen X (32 – 46 years): 42%
- Baby Boomers (47 – 65 years): 41%
- Greatest Generation (66+ years): 6%

(Horizontal axis: 0%, 20%, 40%, 60%)
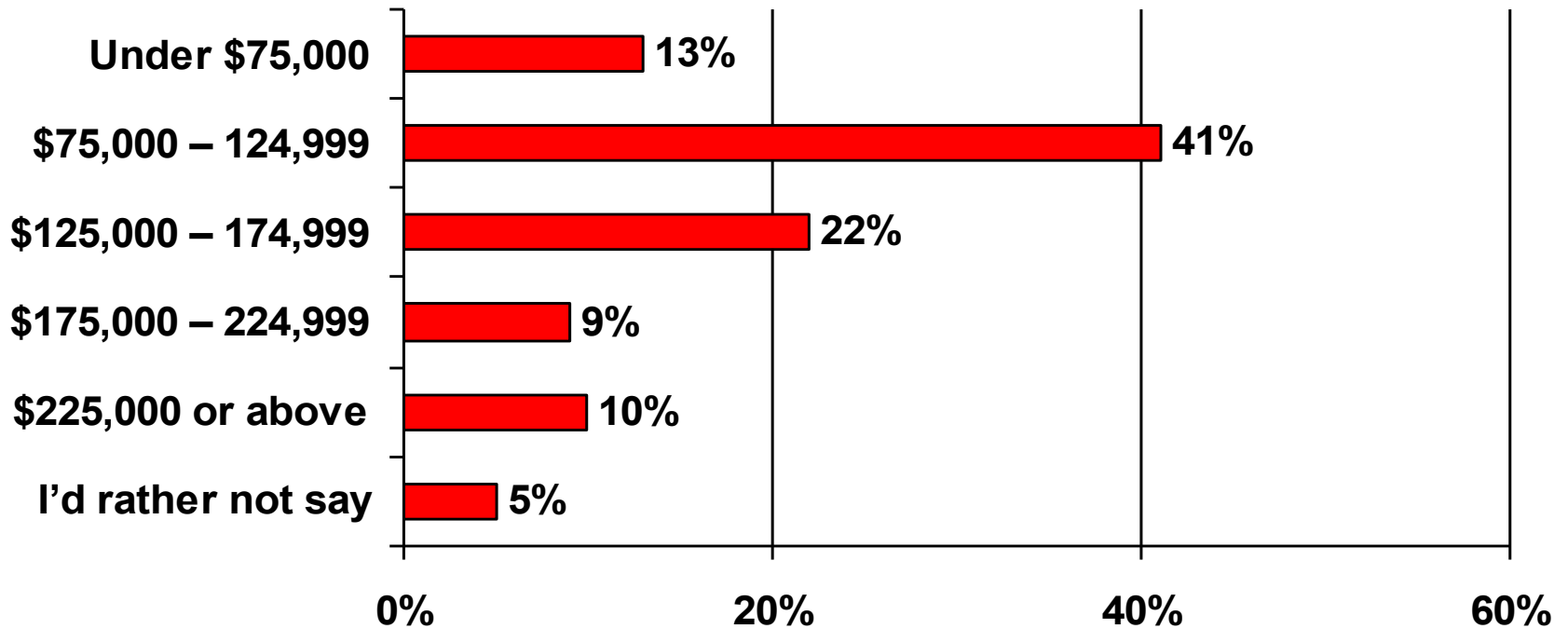
Gen Y* is Gen Mobile

- Most likely to back up to an online 'cloud' service (from both computer and smartphone)

- Most likely to own a multimedia tablet

- Much more likely to rely upon tools/apps that support remote access to contacts & to see that reliance increasing over the next two years

*Gen Y'ers (21-31 years old)

87% of smartphone users have higher incomes

What is your total household income?
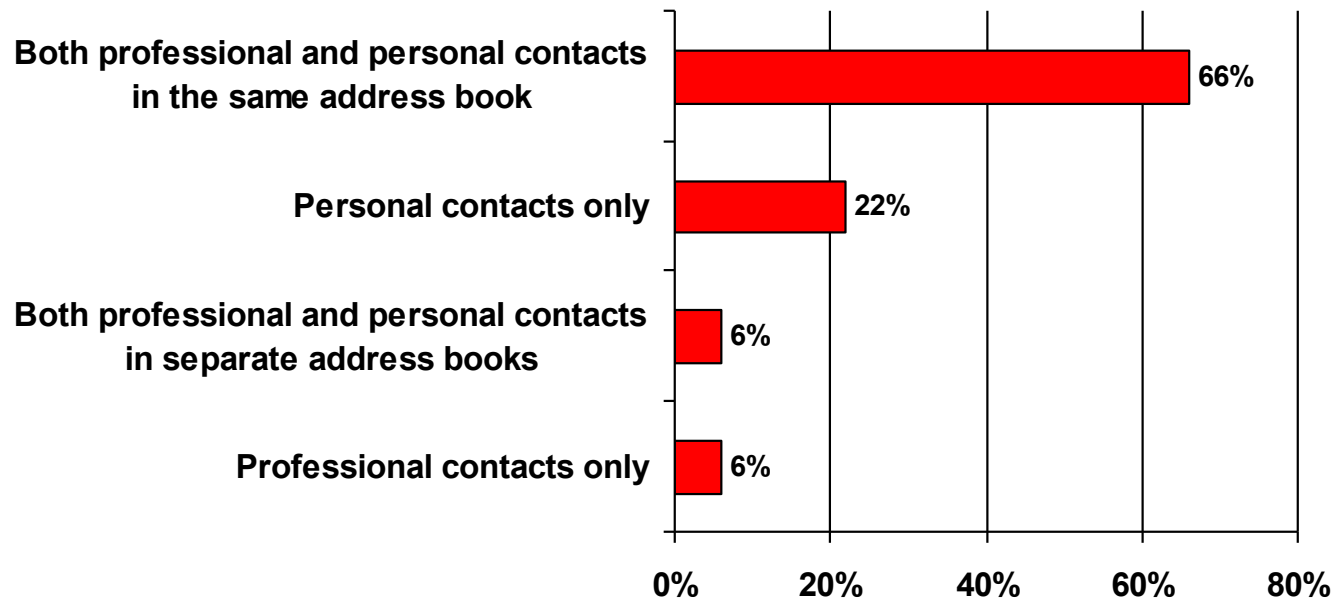## (before taxes)

Income	Percentage
Under $75,000	13%
$75,000 – 124,999	41%
$125,000 – 174,999	22%
$175,000 – 224,999	9%
$225,000 or above	10%
I'd rather not say	5%

Multiple devices in use

What devices do you regularly use for work and/or personal purposes?

(check all that apply)

Laptop — 73%
Desktop — 66%
A multimedia tablet — 15%
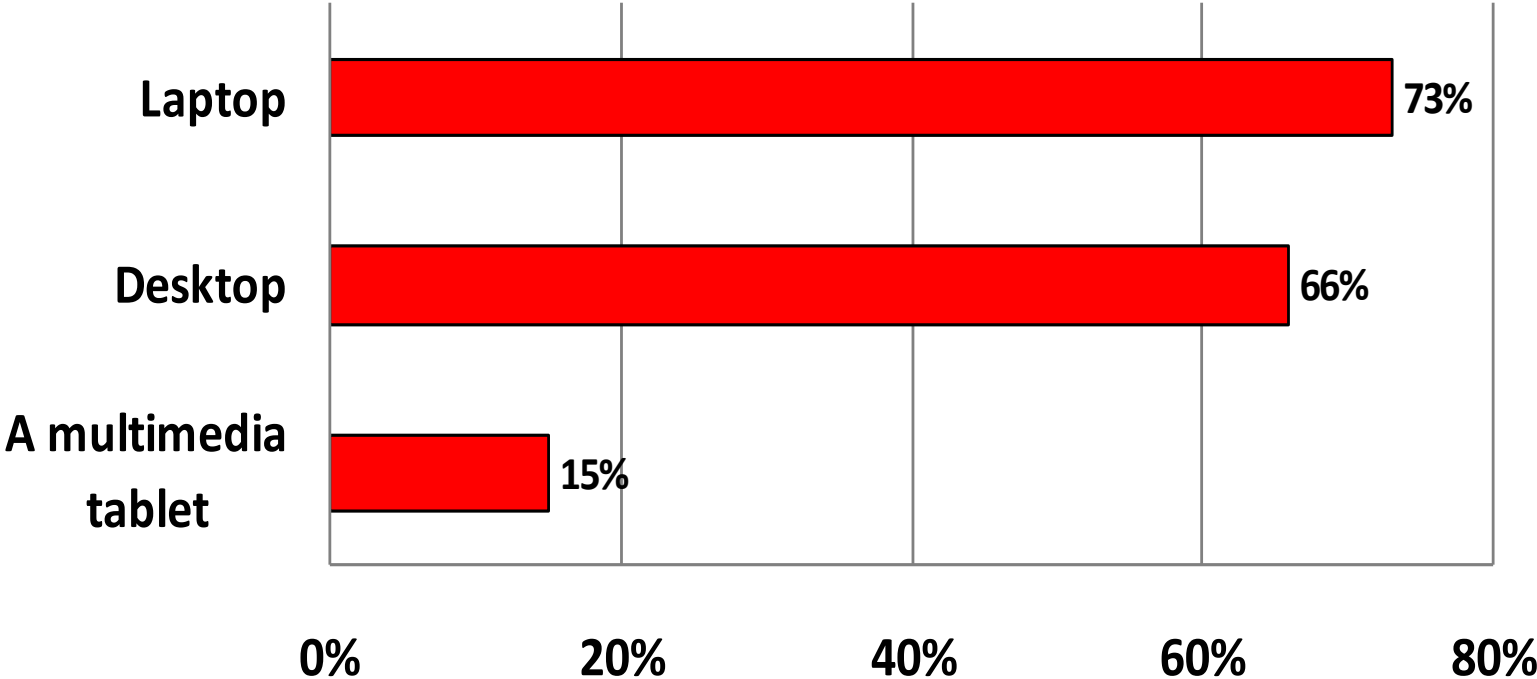
Majority mix professional + personal contacts in address book

What type of contacts are in your address book on your smartphone?

| Contact type	Percentage
Both professional and personal contacts in the same address book	66%
Personal contacts only	22%
Both professional and personal contacts in separate address books	6%
Professional contacts only	6%

The bulk of respondents (66%) store both professional and personal contacts in the same address book

LEARNINGS RE: BACK UP PRACTICES

Two-fifths expect to increase reliance on remote access

Over the next 2 years, I see my reliance upon tools or apps that give me remote access to my contacts/address book:

Increasing — 41%
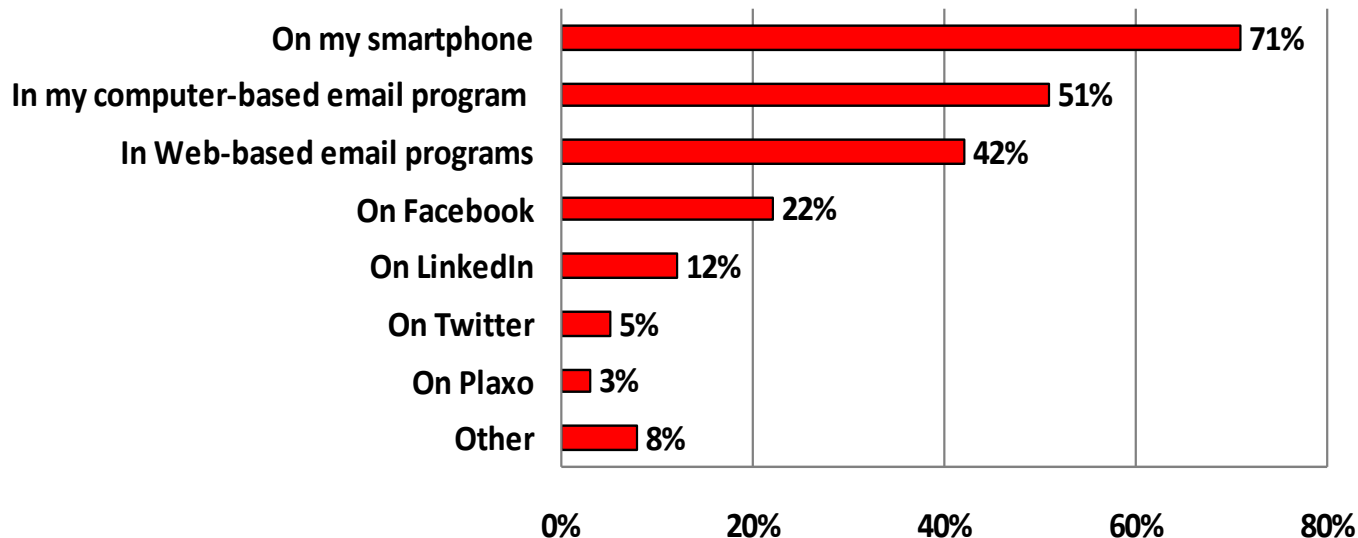Staying the same — 58%
Decreasing — 2%
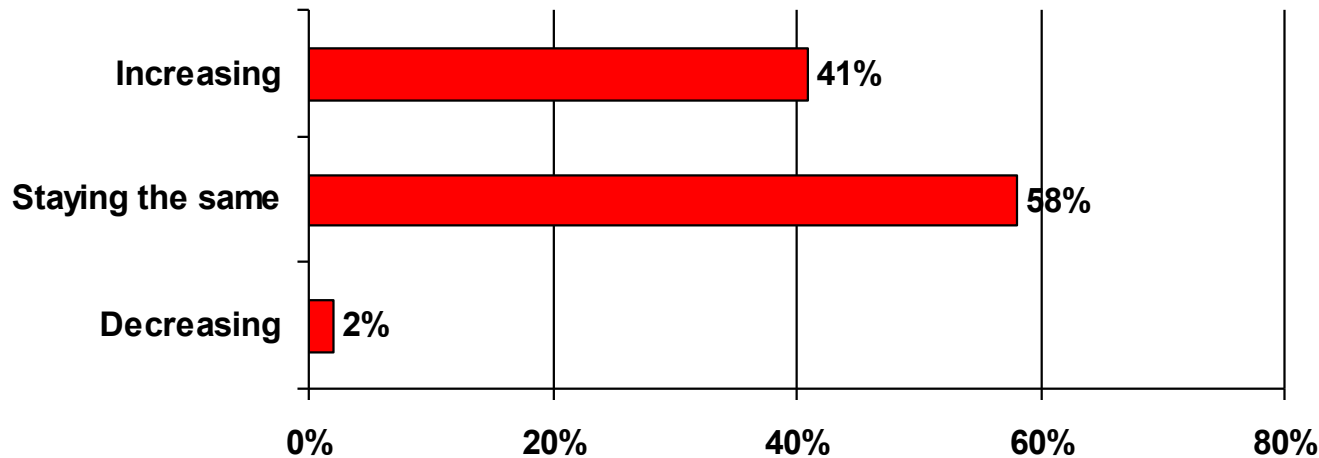
"As the speed of backing up files and data increases, it becomes easier to perform this function. I believe the future will bring continually improving methods to facilitate these tasks."

49% of smartphone owners say that they have increased their reliance upon tools/ apps that give remote access to their contacts/address book over the past three years and 41% predict that their reliance upon tools or apps will increase over the next two years.

Contact info kept in multiple places: device, email, social networks

Where do you keep contact info that you reference ?
(check all that apply)

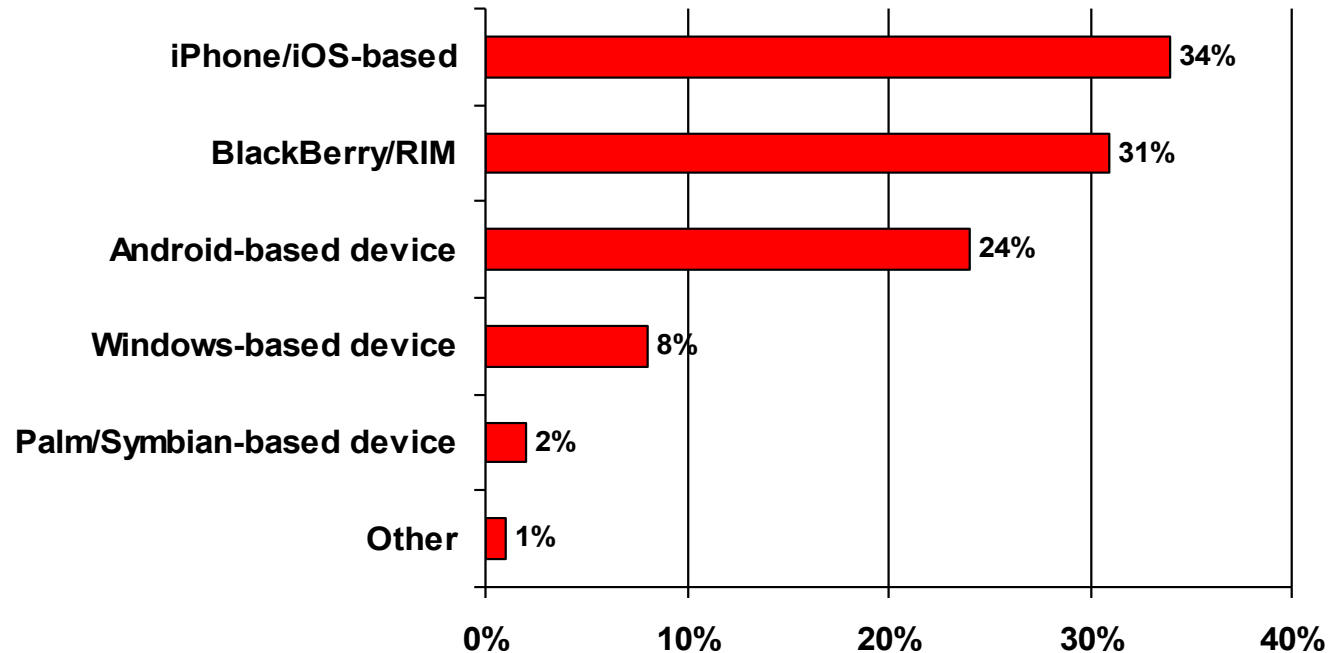| Category	Percentage
On my smartphone	71%
In my computer-based email program	51%
In Web-based email programs	42%
On Facebook	22%
On LinkedIn	12%
On Twitter	5%
On Plaxo	3%
Other	8%

"I have never been comfortable with 'putting all my eggs into the same basket' so I am careful not to depend on any one way to store information. Redundancy is king."

Respondents are most likely to store their contact information on their smartphone (71%)

Those who back up their computer data are more likely than those who don't back up to use electronic tools to store their contacts (87% vs. 40%)

iPhone is king, then BlackBerry, Android

What type of mobile device do you consider to be your primary mobile device?

Device	Percentage
iPhone/iOS-based	34%
BlackBerry/RIM	31%
Android-based device	24%
Windows-based device	8%
Palm/Symbian-based device	2%
Other	1%

Address book considered important in content backup

For those who back up their personal computer :
**What data / information do you back up from
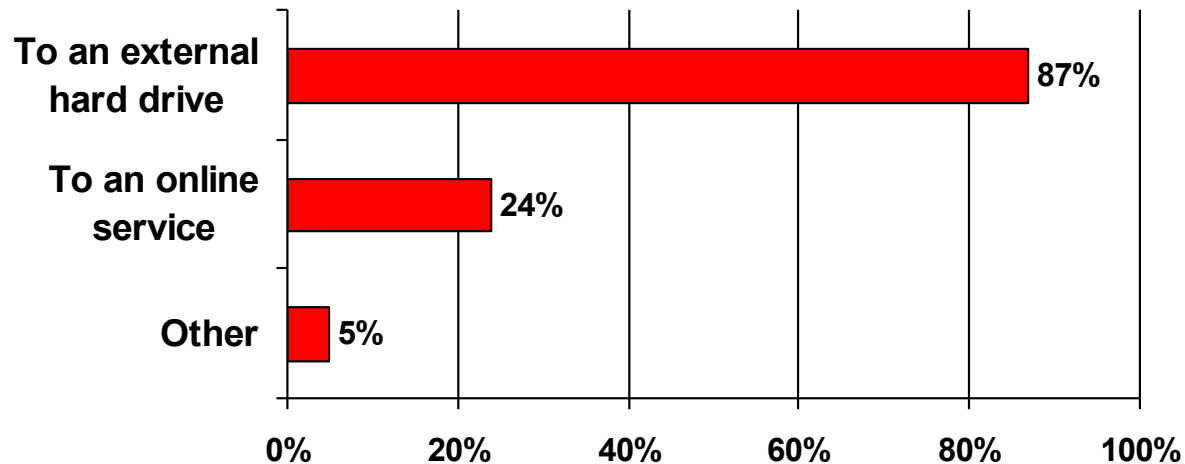your personal desktop/laptop computer?**
(check all that apply)
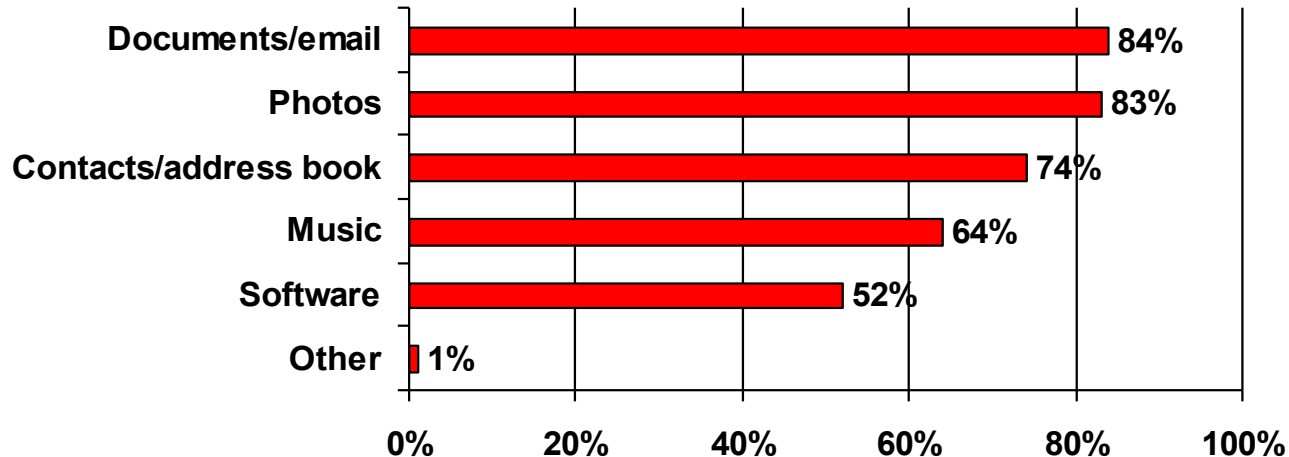
Cloud used by ¼ of respondents

For those who back up their personal computer:
**Where do you back up your
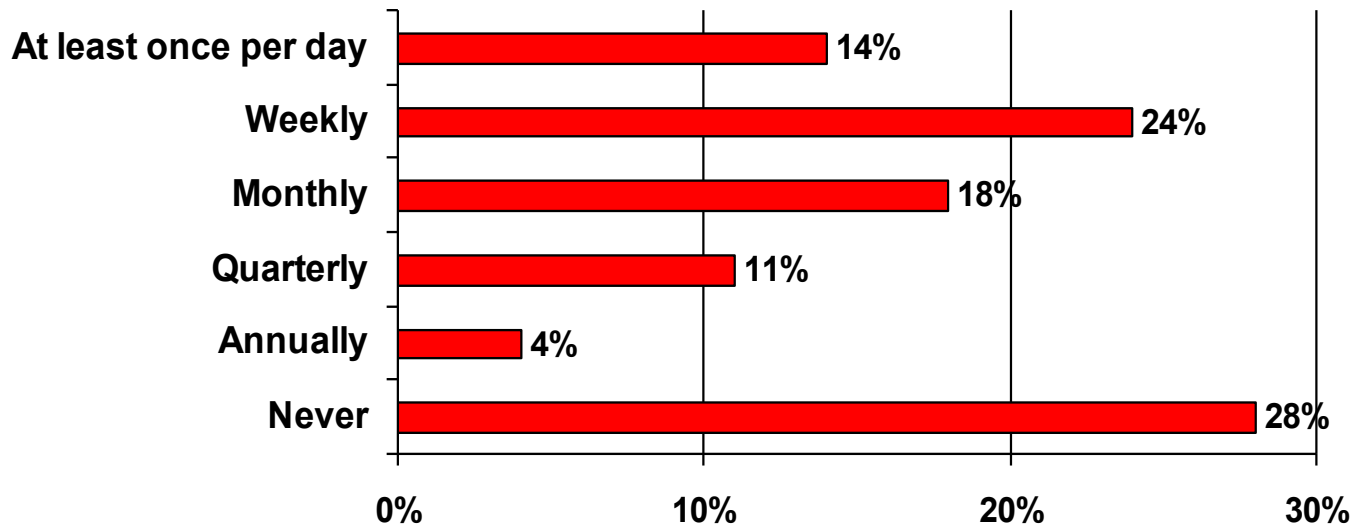personal computer content?**
(check all that apply)

More info: plaxo.com/mobiletrends

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Over half of smartphone users back up at least monthly

How often do you back up the contacts/address book that are on your smartphone?

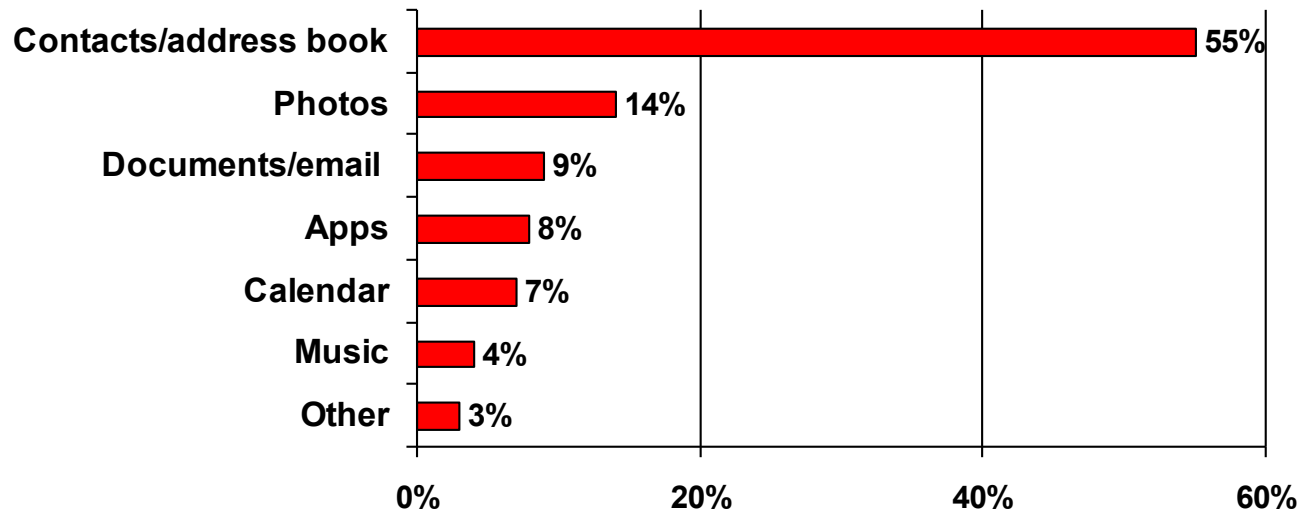|	
At least once per day	14%
Weekly	24%
Monthly	18%
Quarterly	11%
Annually	4%
Never	28%

0%   10%   20%   30%

72% of smartphone owners back up their contacts/address books from their smartphone

People who back up their computer data are even more likely to also back up contacts/ address book information on their smartphone than those who don't back up their computer data

'Contacts' deemed biggest hassle to lose

Which of the following data would be the biggest hassle to lose from your smartphone?

Category	Percentage
Contacts/address book	55%
Photos	14%
Documents/email	9%
Apps	8%
Calendar	7%
Music	4%
Other	3%

(Horizontal axis: 0% — 20% — 40% — 60%)

Smartphone owners are most concerned, by far, about losing contacts/their address book from their smartphone (55% of respondents)

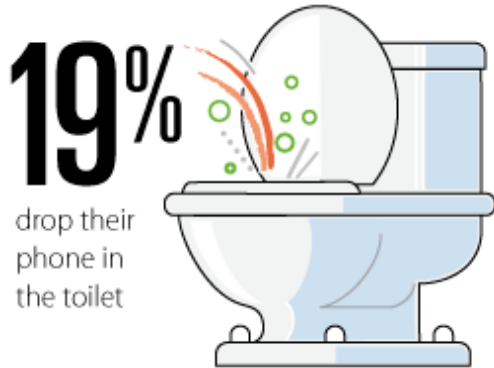# One third have lost/damaged their smartphone

How many times have you lost/damaged a smartphone?

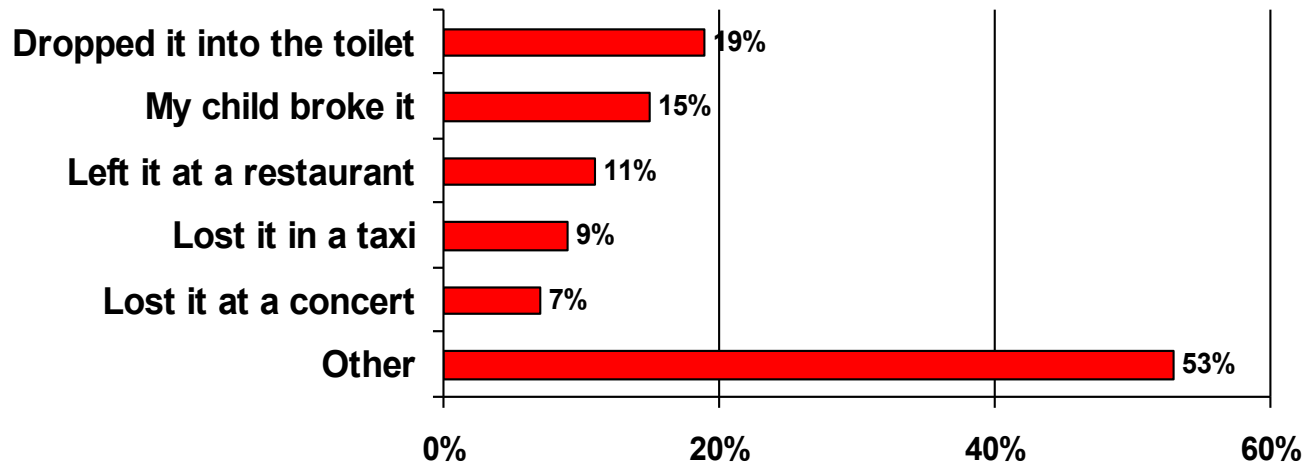| Category	Percentage
Never	67%
Once	20%
2-3 times	10%
4-5 times	1%
More than 5 times	2%
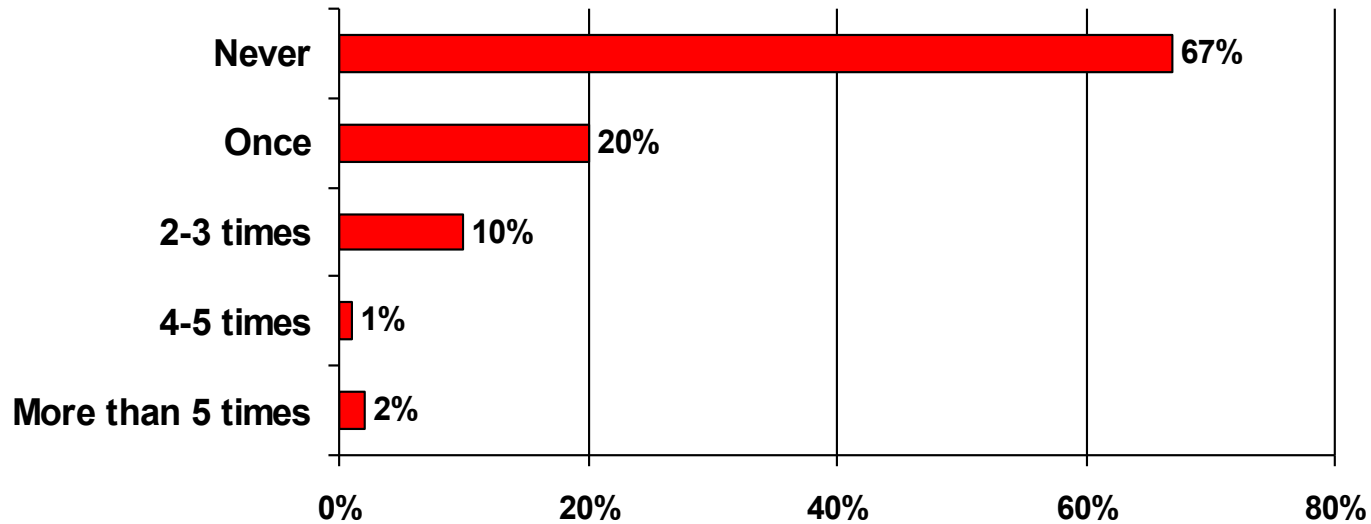
Those who have lost their smartphones are much more likely to back up their personal computer data and smartphone contact data than those who haven't lost their phones

The toilet has eaten a lot of devices!

19% drop their phone in the toilet

For those who have lost/damaged it :
How did you lose/damage your smartphone?
(check all that apply)

Category	Percentage
Dropped it into the toilet	19%
My child broke it	15%
Left it at a restaurant	11%
Lost it in a taxi	9%
Lost it at a concert	7%
Other	53%

One in 10 consider avoiding the hassle of losing contact info as 'priceless'

How much would it be worth to avoid having to deal with replacing contact/address book information if you lost/damaged your smartphone and hadn't backed up the data?
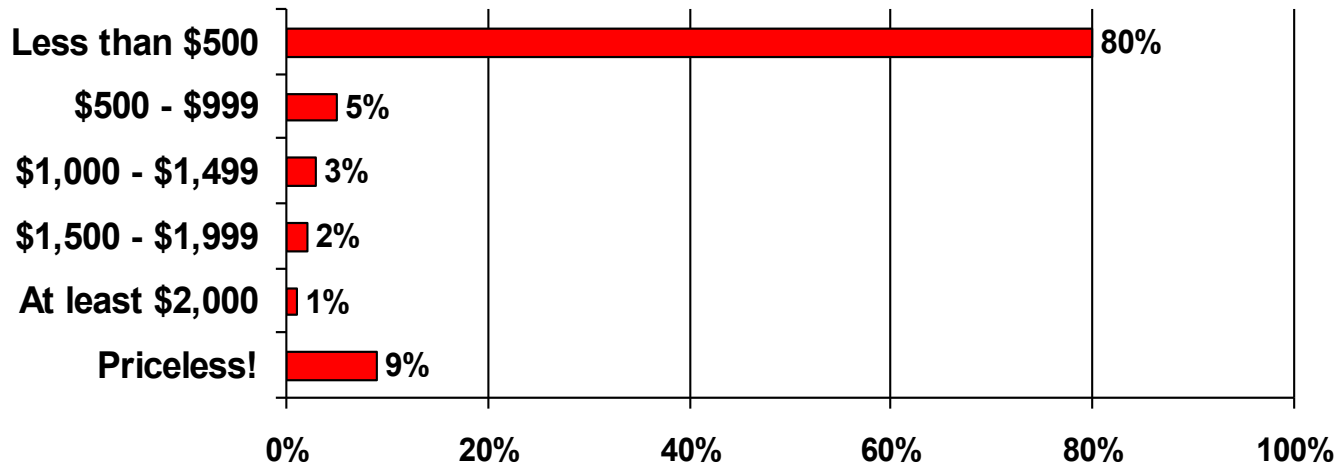
"Losing data is a nightmare and can really mess up your life. It's like losing your wallet…"

Category	Percentage
Less than $500	80%
$500 - $999	5%
$1,000 - $1,499	3%
$1,500 - $1,999	2%
At least $2,000	1%
Priceless!	9%

(Chart axis: 0% 20% 40% 60% 80% 100%)

80% of smartphone users said it would be worth less than $500 to avoid dealing with the hassle of replacing their contact/address book information if their smartphone were lost/damaged and they hadn't backed it up

Summary

- Smartphone owners who back up the data on their phone
  - More likely to consider it worth $1,000 or more to avoid the hassle of losing contact info from their smartphone
- Gen Y'ers
  - Much more likely to rely upon tools/apps that support remote access to contacts and to see that reliance increasing over the next two years
  - Much more comfortable with the functionality of online backup services
  - Most likely group to back up to an online 'cloud' service (from both computer and smartphone) and to be paying for such a service
  - Most likely group to own a multimedia tablet

ADDITIONAL INFO ON STUDY:

www.plaxo.com/mobiletrends

NEWSROOM:

www.plaxo.com/newsroom

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(in 60 seconds)

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