

The Connected Consumer in the UAE

According to Google's 2015 Connected Consumer Survey, digital is having a profound influence on how people in the UAE live their lives. The widespread use of mobile is a contributing factor, with smartphone adoption taking centre stage.

UAE consumers now live online



89%

of people access the internet daily

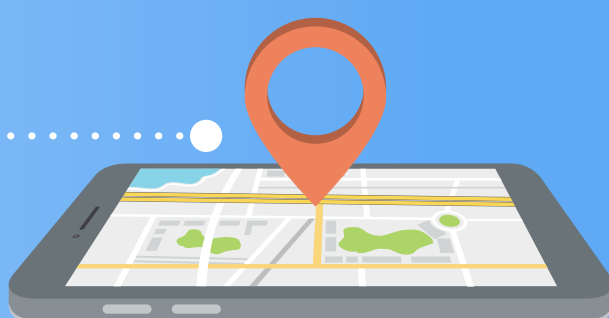


The average person now owns

3 connected devices

76%

of people who need information look to the internet first



Mobile is on the rise

91%

of people in the UAE own a smartphone



When watching TV,

80%

of people go online from their smartphones at the same time



84%

of people go online at least as often via a smartphone as a computer - an increase of 44% since 2012



Consumers are using their smartphones to:

Watch Video



75%

of people watch video via their smartphone at least weekly

Research Products



57%

of consumers conduct product research via smartphone

Find Local Information



63%

of people use their smartphones to search for local businesses

Visit www.consumerbarometer.com to customize audience data based on your individual business needs and develop a more informed marketing strategy that helps you reach more consumers with the right message, on the right device, in the moments that matter to them.