

Houston shoppers are most mobile-savvy in the nation

Houston Business Journal

Date: Wednesday, December 7, 2011, 1:32pm CST - Last Modified: Wednesday, December 7, 2011, 4:25pm CST

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Houston shoppers nabbed the highest spot on a national list of mobile-savvy shopping cities compiled by The Interactive Advertising Bureau and its Mobile Marketing Center of Excellence.

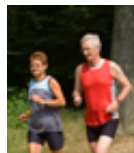
The rankings released on Wednesday were determined by surveying more than 20,000 consumers.

The Interactive Advertising Bureau examined four key data points in its survey: ownership of a mobile device, propensity to be influenced by mobile coupons, ownership of a mobile retail app on a handset or tablet and ownership of a mobile social media app.

Following Houston on the list of the most mobile-savvy cities was New York City in the No. 2 position and Atlanta in the No. 3 position.

The study also found that the majority of mobile shoppers have higher incomes than the average mobile user.

Read the entire "Mobile Shoppers" study [here](#).



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