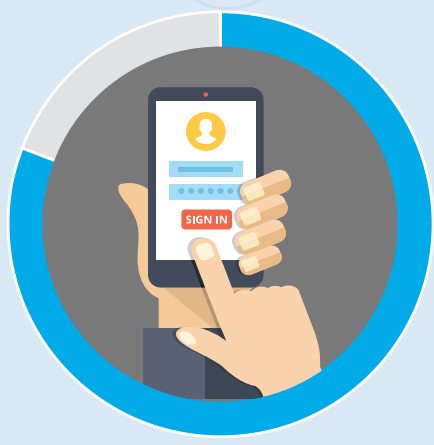


Global Mobile Consumer Trends: 1st Edition

Mobility comes in all shapes and sizes

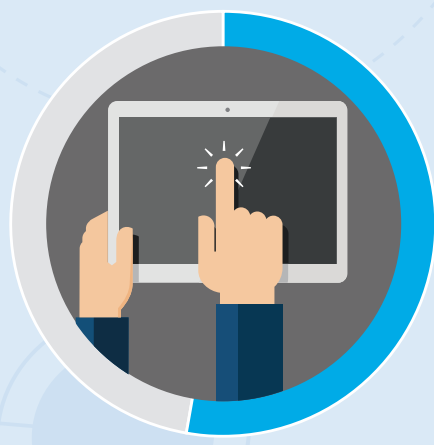
Device ownership of global consumers continues to increase



78%
have a smartphone



9%
own wearables



54%
have tablets



7%
own all three

Consumers can't get enough mobile screen time

Globally, almost all consumers check their phones within 3 hours of waking up

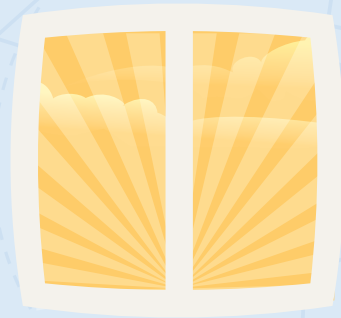
How many consumers look at their phone within an hour or less of waking up?

Emerging markets

93%

Developed markets

78%



Who checks their phones at least 100 times a day?

Emerging markets

14%

Developed markets

6%



Text and instant message are consumer favorites

Across virtually all countries, text messages / IM are by far the most commonly checked mobile applications first thing in the morning.

Who uses their mobile phones during business meetings?



Emerging markets

76%

Developed markets

47%

Who checks social media first thing every day?



Developed markets

10%

Emerging markets

22%

mPayment usage is picking up speed

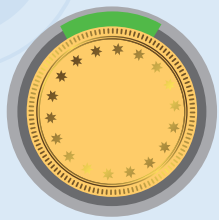
Across the board, mPayments usage is gaining traction

Who reported using their phones to make in-store payments?



Emerging markets

47%



Developed markets

20%



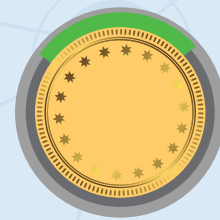
Who is more receptive to using mPayments systems?

Emerging markets

65%

Developed markets

30%



Network versus Wi-Fi—a regional preference

4G is proving to be a better and faster experience than Wi-Fi



Across the 3 regions of developed markets, the Americas is the only region where Wi-Fi is the preferred connection type. Europe and Asia-Pac prefer mobile.