Global Mobile Consumer Survey

Smartphones front and center
Mobile phones are still on the rise, in number and importance

- 85% of consumers own a smartphone—a YoY increase of 3 percentage points

- Consumers look at their phones an average of 52 times every day for a total of 14 billion looks per day

Smartphones at work
Lines continue to blur between personal and work use

- 56% Email
- 52% Standard calls
- 37% Calendar management
- 34% Maps app

Top 5 work-related smartphone activities

- 70% of working adults use their work phones outside work
- 84% of working adults use their personal phones during working hours

Smartphones act as a hub for myriad activities
Smartphones continue to be the preferred device to connect with others, control devices, and access information

- 93% Text
- 82% Email
- 54% IM
- 87% Phone
- 71% Social

Top 5 data communications services used

- Banking
- News
- Social media
- Watching short videos
- Video calls

What else do consumers use their smartphones for?

- Monitor fitness
- Control music on speakers
- Cast video to TV
- Control TV
- Monitor calorie intake

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