

## Global Mobile Consumer Survey



### Smartphones front and center

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



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*

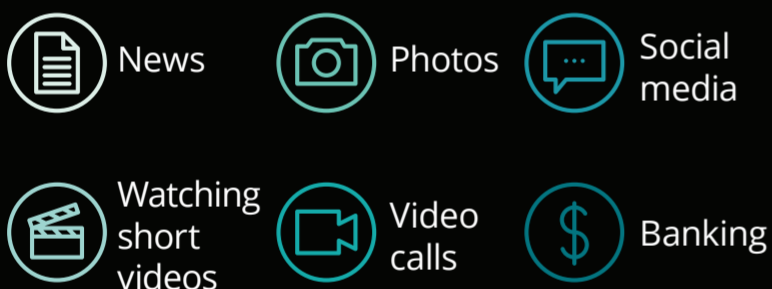
### Top 5 data communications services used

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

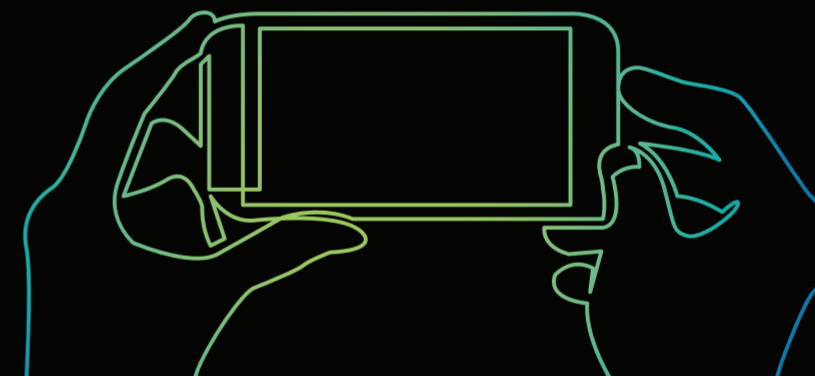
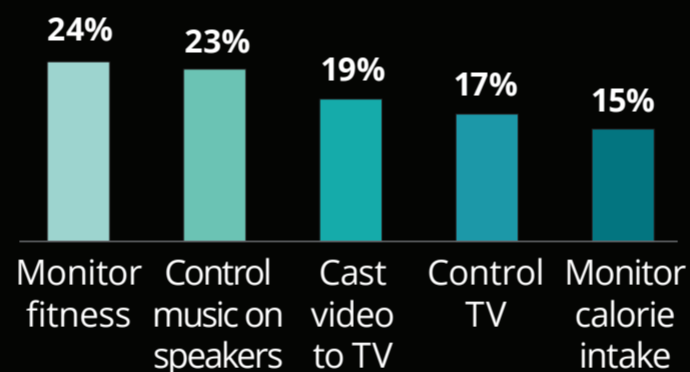
### Smartphones act as a hub for myriad activities

Smartphones continue to be the preferred device to connect with others, control devices, and access information

#### Smartphone is the preferred device for these activities



#### What else do consumers use their smartphones for?

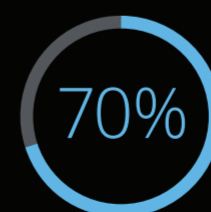


### Smartphones at work

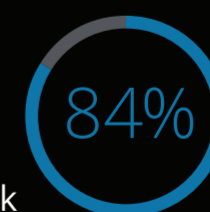
Lines continue to blur between personal and work use

#### Top 5 work-related smartphone activities

**56%** Email    **37%** Calendar management    **24%** IM  
**52%** Standard calls    **34%** Maps app



of working adults use their work phones outside work



of working adults use their personal phones during working hours

