

## Global Mobile Consumer Survey



### Voice assistants speak up

Smartphone voice assistants continue to gain momentum

Nearly 2/3 use smartphone voice assistants— a YoY increase of 11 percentage points



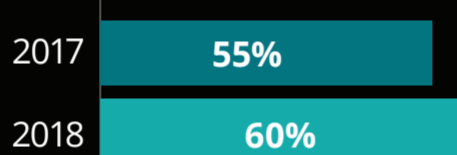
### Data on the rise

Consumers rely on mobile data for a variety of applications—and speed is critical

Unlimited plans are gaining subscribers

25% in 2017  
37% in 2018

#### 5G has grown in importance



More than 80% who watch video on a smartphone rate 5G important



### IoT waiting to connect

Despite widespread penetration of connected devices, results are mixed on willingness to pay and interest in advanced features

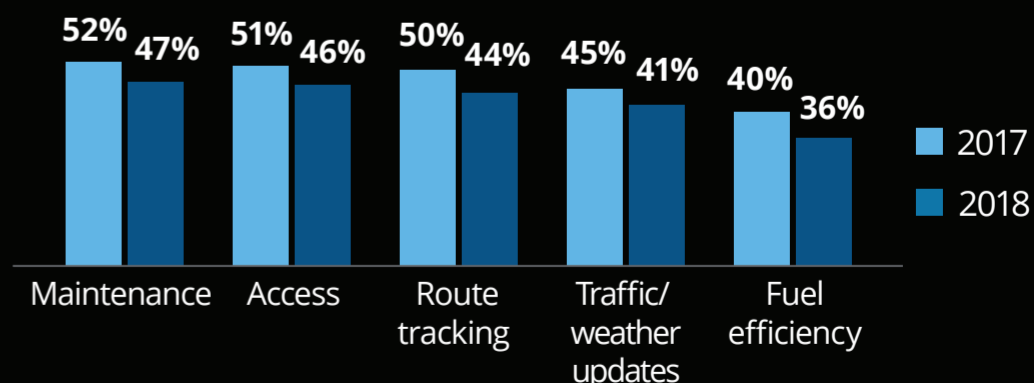
#### Interest

85% Connected car  
73% Connected home  
65% Connected self/wearables

#### Willingness to pay for any form of connected home has plateaued

54% Home monitoring  
49% Home control  
37% Landscape control  
36% Appliance control  
35% Entertainment

#### Despite being valued, willingness to pay for connected car applications dipped across the board



[www.deloitte.com/us/mobileconsumer](http://www.deloitte.com/us/mobileconsumer)  
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