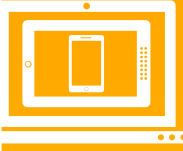


# Consumers: Ever More Mobile and Connected.



## ON THE MOVE

Top 3 most valued mobile devices among owners.



**72%**  
Smartphone



**67%**  
Laptop



**36%**  
Tablet

# A

## APP APPEAL

The most commonly used apps for both smartphones and tablets.



Social Networks

**60%**



Weather

**56%**



Games

**51%**



Browsers

**44%**



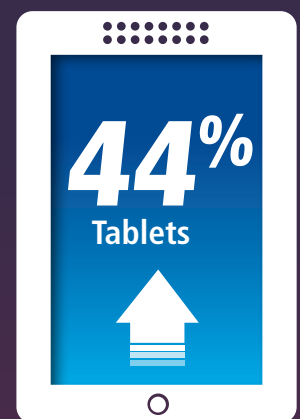
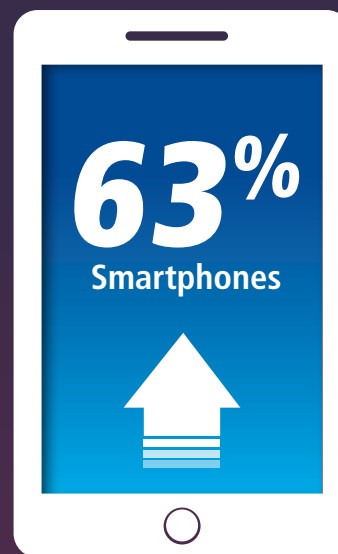
Music Streaming

**39%**



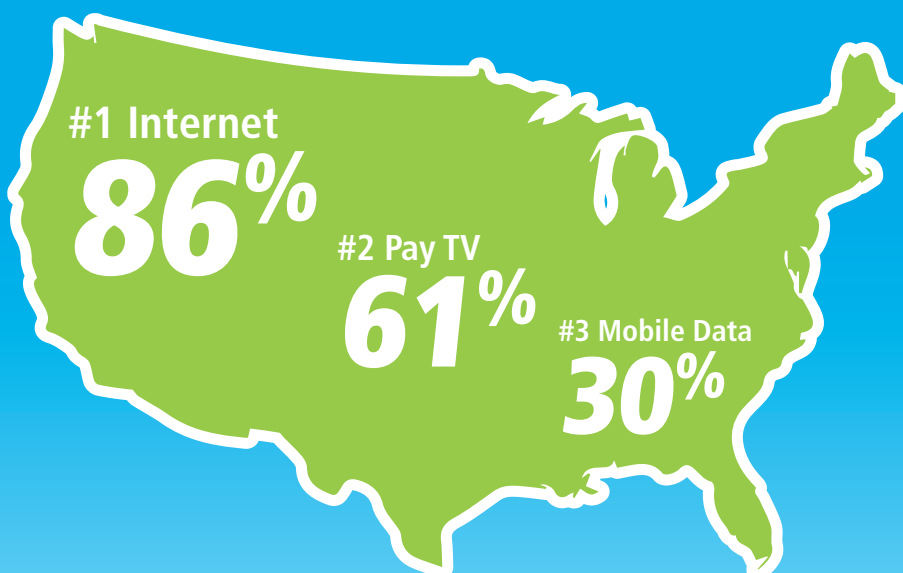
## SMALL SCREEN STREAM

Movie streaming consumption is on the rise, on mobile viewing platforms.



## ALL-AGES INTERNET

Home Internet is ranked as the most valued household service across generations.



## FUTURE USERS

Non-owners' intent to purchase over the next 12 months.



# Deloitte.

A multi-generational view of U.S. consumer technology, media and telecom trends.

Download the 8th edition of the Digital Democracy Survey at [www.deloitte.com/us/tmtrends](http://www.deloitte.com/us/tmtrends)