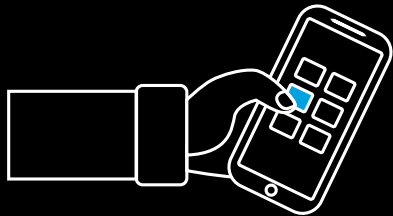


Device addiction shifts to device etiquette

After consecutive years of increasing usage of mobile phones, there are signs that usage habits are maturing and becoming better defined. Whether it is our usage frequency, timing or the activities, all categories are stabilizing and pointing out to the formation of set of habits in the society and a naturally developed device etiquette.

We check our phones all day, every day.

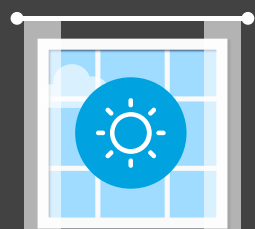


We check our phones **47 times per day**

This number was also 47 in 2016 and 46 in 2015.



We check our phones first thing in the morning.



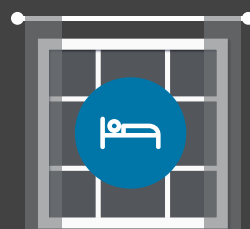
89%

within an hour



This number was 88% in 2016 and 2015

We check our phones before we go to sleep.



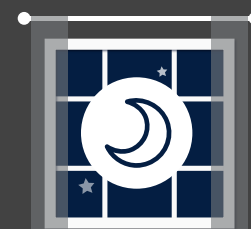
81%

within an hour



This number was 81% in 2016, and 79% in 2015

We check our phones at night.



48%

check their phones in the middle of the night



This number was 50% in 2016

They are part of our daily lives.

We use our phones while shopping.



Most of us

92%

use our phones while shopping



2015

92%



2016

93%



We use our phones while watching TV.



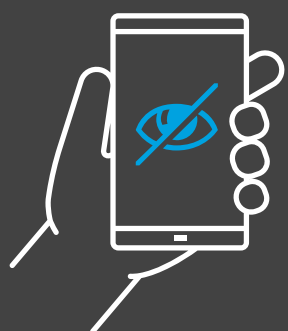
89%

of us use phones while watching TV (same as 2016)



87% in 2015

However, we try to limit our phone usage.



47% try to **reduce/limit** their smartphone usage, mostly by keeping it out of sight or turning its functions off

Top 5 steps taken to limit phone usage.



38%

keep their phone in handbag/pocket when meeting other people



32%

turn off audio notifications



27%

keep phone in bag/pocket when alone



26%

deleted apps



26%

turn off phone at night

For more survey findings, download the 2017 Global Mobile Consumer Survey: US edition at www.deloitte.com/us/mobileconsumer

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