

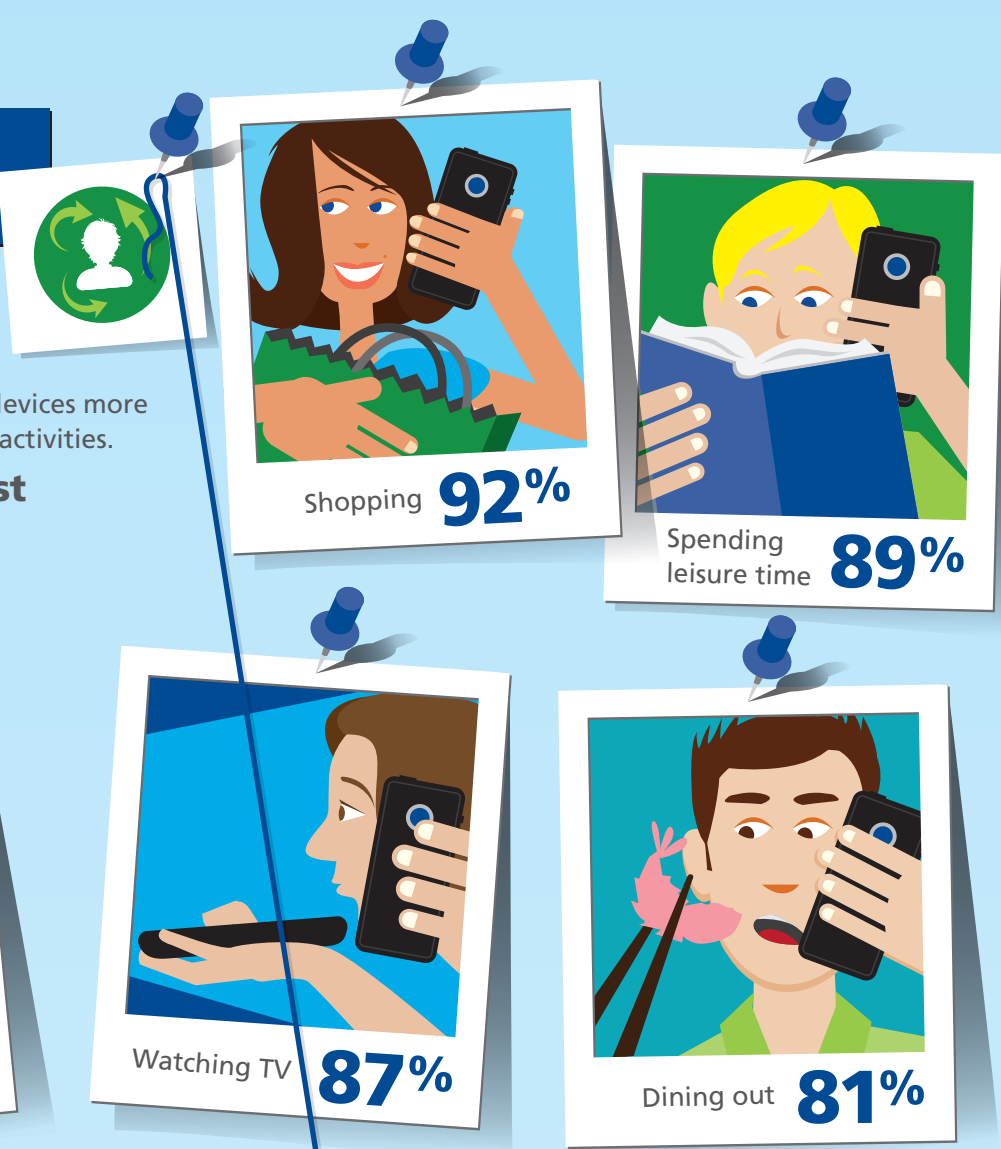
INVESTIGATING MOBILE CONNECTIVITY

The evidence is out and the **Deloitte 2015 Global Mobile Consumer Survey** reveals that consumers are more connected than ever.

WITNESSING DISTRACTED CONSUMERS

Consumers are using their mobile devices more and more while engaging in other activities.

Mobile devices are most used while:



THE CASE OF mPAYMENTS

In-store payment rose **almost 4x** from last year.



50% name 'security' as the main reason not to use mPayments

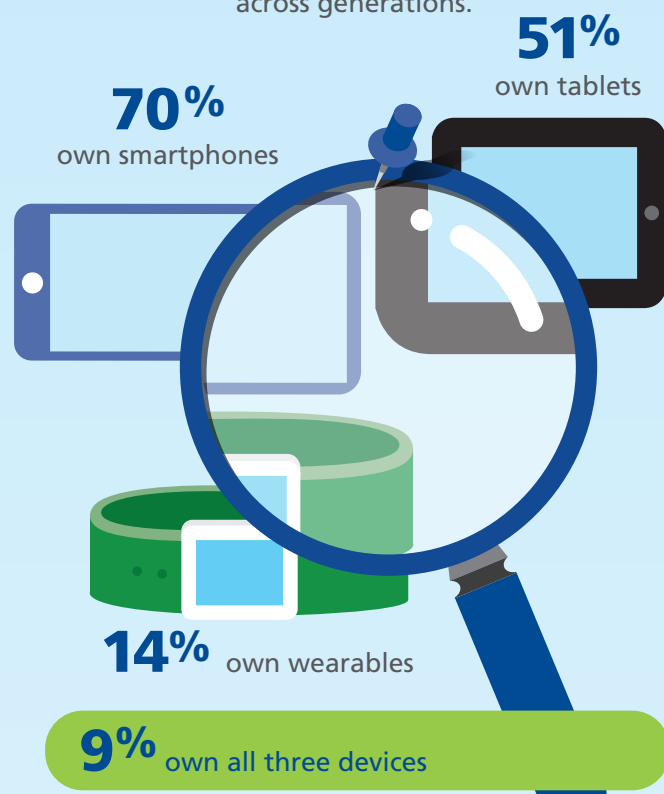


Top mPayments usage:

- 19% public parking
- 18% gas station
- 17% coffee shops, fast food
- 16% public transport

DEVICE OBSESSION MAGNIFIES

Mobile device ownership and usage is growing and spreading across generations.



Users aged 18-24
97% look at their phone within 3 hours of waking up
74 number of times they check phones a day

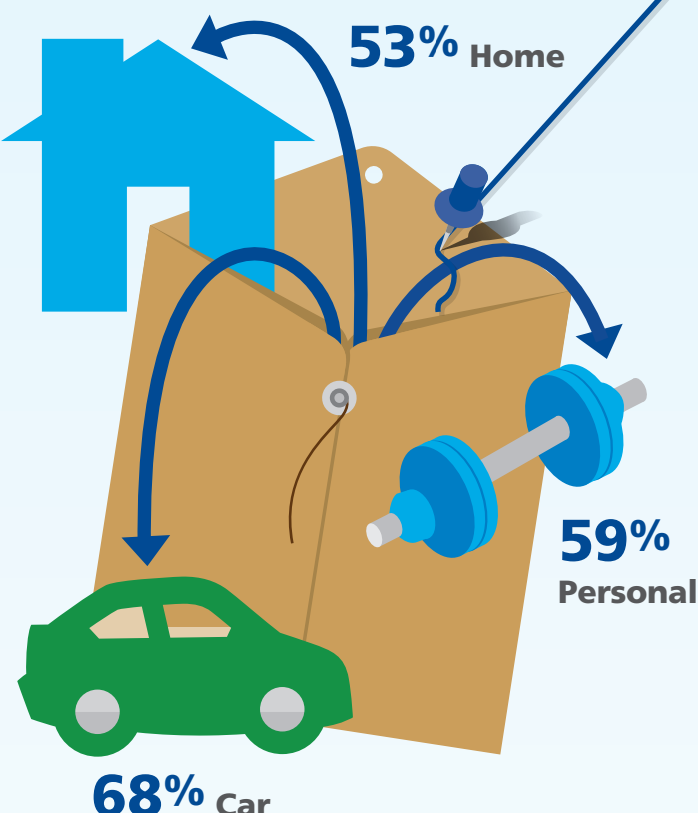
All ages

50% check their phones one last time about 15 minutes before going to sleep



IoT: TECHNOLOGY OF INTEREST

As reliance on mobile devices continues to grow, so does consumer interest in IoT (Internet of Things) technology.



Consumer interest in **autonomous cars** is far greater than typical interest in new products. **20% of consumers under 44 consider owning one.**

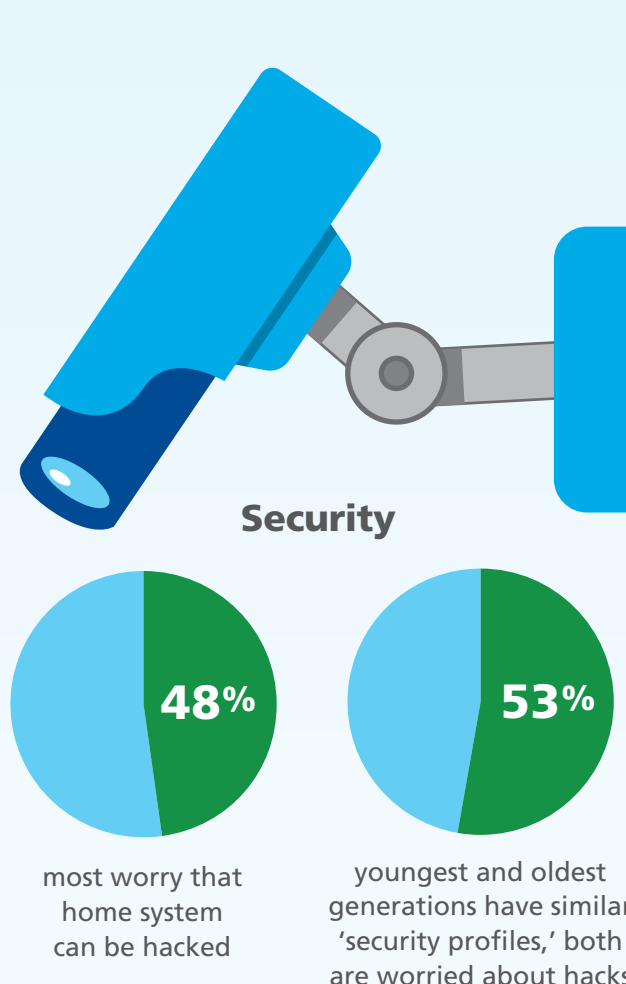
Reasons for appeal:

- 32% eliminates stress of driving
- 30% relieves worry about directions/getting lost
- 26% enables multitasking



SECURITY TRUMPS PRIVACY

Consumers are willing to compromise privacy compared to security. Top reasons against smart home technology are security-related.



Privacy

31% of people are concerned about being recorded or tracked

