

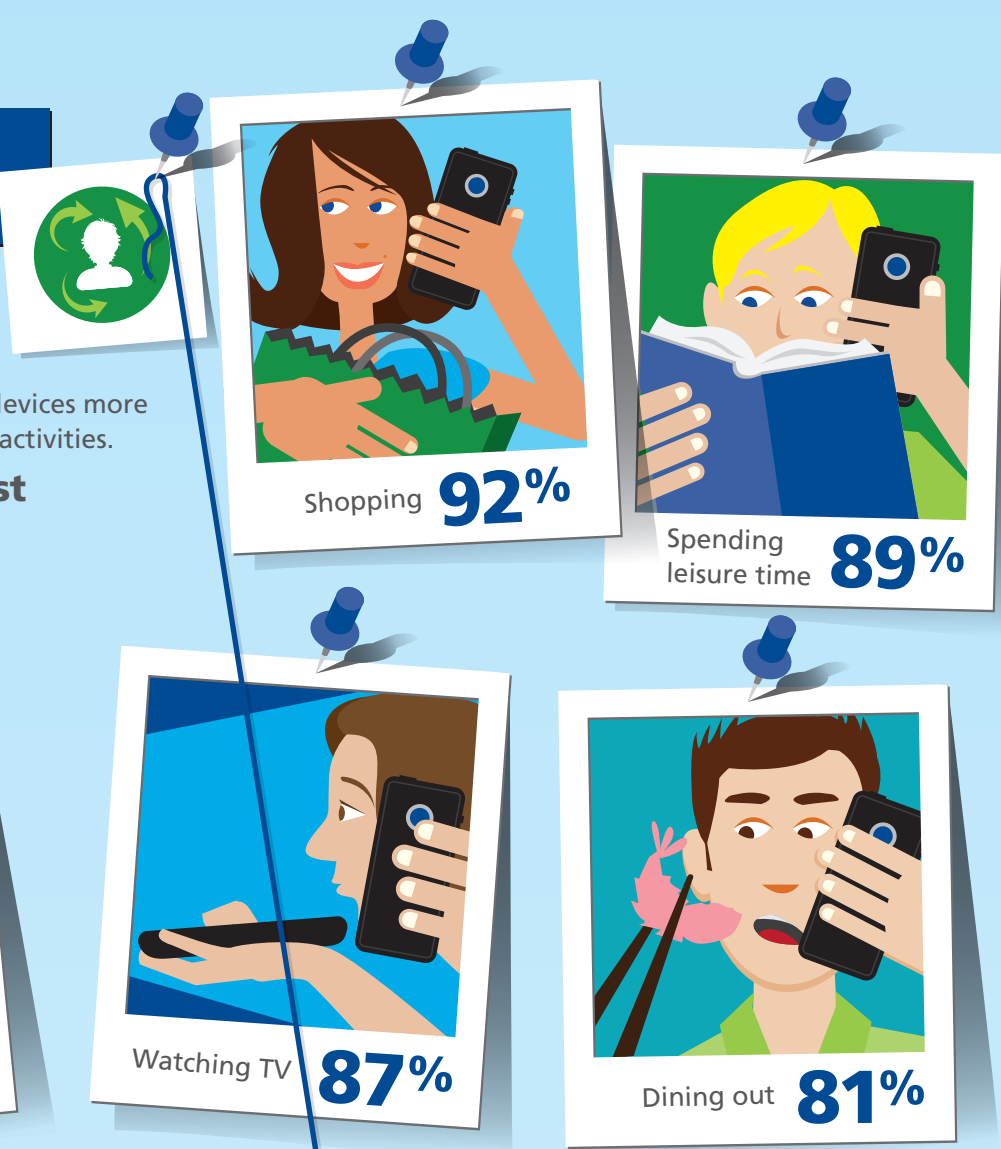
# INVESTIGATING MOBILE CONNECTIVITY

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

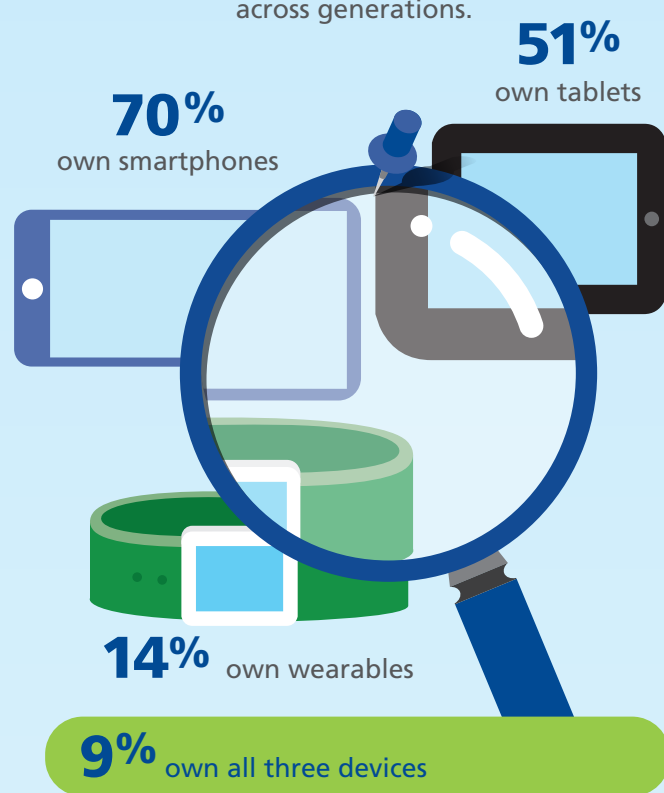


**Top mPayments usage:**

- 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

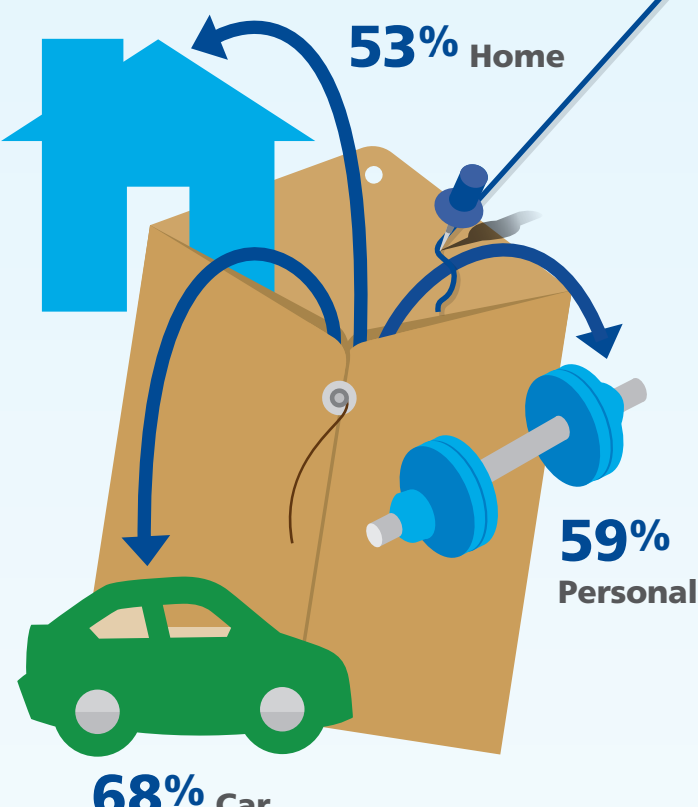
**All ages**

**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.**

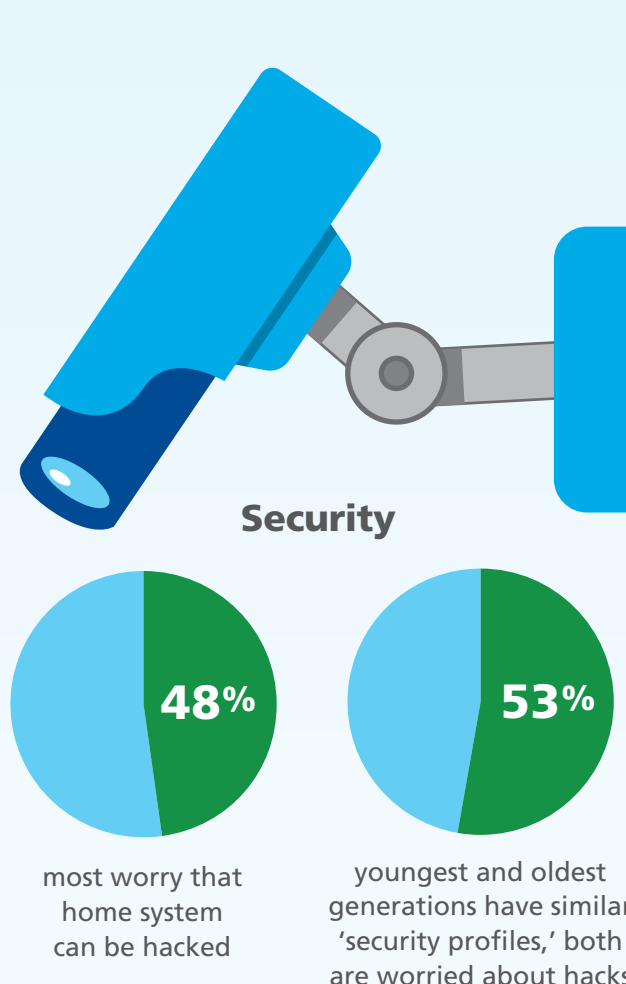
**Reasons for appeal:**

- 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



**Deloitte.**

For additional insights from the 2015 Global Mobile Consumer Survey, U.S. edition, visit [www.deloitte.com/us/mobileconsumer](http://www.deloitte.com/us/mobileconsumer)

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