Mobility comes in all shapes and sizes

Device ownership of global consumers continues to increase

- 78% have a smartphone
- 9% own wearables
- 54% have tablets
- 7% own all three

Consumers can’t get enough mobile screen time

Globally, almost all consumers check their phones within 3 hours of waking up

- 93% of emerging markets and 78% of developed markets check their phones within 3 hours of waking up

Text and instant message are consumer favorites

Across virtually all countries, text messages / IM are by far the most commonly checked mobile applications first thing in the morning.

- 76% of emerging markets and 47% of developed markets check social media first thing each day

mPayment usage is picking up speed

Across the board, mPayments usage is gaining traction

- 47% of emerging markets and 20% of developed markets report using phones to make in-store payments
- 65% of emerging markets and 30% of developed markets report being more receptive to using mPayments systems

Network versus Wi-Fi—a regional preference

4G is proving to be a better and faster experience than Wi-Fi

- 76% of emerging markets and 47% of developed markets report using their phones during business meetings
- 65% of emerging markets and 30% of developed markets report using their phones to make in-store payments